

Complete  
Local News  
Coverage

# LEMON GROVE REVIEW

AND SUBURBANITE

California's Fastest Growing Community . . . 'Best Climate On Earth'

Lemon Grove's  
Only  
Newspaper

VOL. 12; No. 52

THURSDAY, JULY 28, 1960

LEMON GROVE, CALIFORNIA

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## The DIMMER VIEW

by MAX GOODWIN

You'll be facing a \$1,750,000 water bond issue when you go to the polls in November. Its importance is probably the reason it'll be listed as Proposition I on the ballot.

The money, if the issue is successful, will be used to finance development of California water resources.

Some of the questions that are being asked are presented here so that you will be better informed when election time comes. The answers are supplied by State Senator Hugo Fisher who is championing the cause.

**Q. What is the California Water Resources Development program?**

A. We refer to it as the Feather River Project. It is a great network of dams, reservoirs, pumping stations and canals for controlling and distributing California's surplus waters. The work will be done in cooperation with federal and local developments in the areas where they are needed.

**Q. Who will the project benefit?**

A. Every Californian. Water is mandatory if California is to continue providing greater job and living opportunities. Water must be supplied for homes, industry and agriculture. It is also needed for recreational facilities. It must be controlled against devastating floods.

**Q. Isn't the Feather River Project solely for the benefit of Los Angeles and Southern California?**

A. Not at all. Central valley, central coast, north and south San Francisco Bay area will receive more than half a wide area of the entire state will receive direct benefits.

**Q. Will Northern California be left "high-and-dry" in the future if that much water is sent southward?**

A. No. There are several reasons for this. First, the Burns-Porter Act protects the northern "areas of origin" and their existing water rights. Second, new water sources will be developed with monies from this bond issue as the needs occur. Third, only surplus water will be exported and state engineers conservative in their studies, say surplus water will do the job.

**Q. Why do we have to go north for water?**

A. Seventy per cent of the water supply of the state is in the northern third of the state yet 77 per cent of the water needs lie within the southern two-thirds. In brief, California has sufficient water . . . if it can be properly developed and transported.

Those of us who have viewed the Foreign Aid Program as wasteful should spend a minute listening to U.S. Representative Jimmy Utt.

He states succinctly that the annual appropriation for Mutual Security should really be called the annual MISappropriation bill for National Insecurity.

He says that more than half of the appropriation bill is unconstitutional!

He says our total expenditures for foreign aid since the beginning of the Marshall Plan have reached the staggering total of 90 billion dollars, all of which has been added to our national debt. Annual interest on this is three billion dollars. The interest, plus three and a half billion dollars appropriated for so-called foreign aid brings the cost this year to six and one half billion dollars for American taxpayers. The people of California alone will pay \$500 million toward it, or two and a half times the amount of the last bond issue that California passed for school construction.

As an example of what's going on, more than 10 million dollars of this tax paid money found its way into American government bonds and bank deposits in this country.

Vast sums too, were given to subsidize foreign government-owned industries which are competing directly with American free enterprise.

Our tax money is being given to foreign governments to construct efficient tool making and manufacturing plants, yet we refuse to give our own manufacturing concerns sufficient depreciation allowance to replace obsolete equipment.

We have supported Communist governments as well as dictators, and have made no lasting friends among the foreign nations.

Out giant give away has not stopped the spread of Communism. (Continued on Page 3)

## \$1-Million Bond Issue Success Seen in Valley

SAN DIEGO (CNS)—Chances of success for financing a vast sewage disposal program for Sweetwater Valley and Spring Valley, on which Sweetwater Valley residents blame their sanitation problems, appear within grasp in the near future.

That was the report made Friday to the county planning commission.

Commissioners took no action on ordering a new study of zoning in the lower valley and took no action on applications for rezoning the area.

Commissioner Gilbert Ray, of Spring Valley, moved that one of the requests be granted, but his motion failed to get a second. Ray said that the land is suitable for half-acre building sites and that sewage problems are up to the health department to solve. He added that the public works department had been making progress on sewage disposal plans.

Jean K. Vincenz, chief of the public works department, said that progress is being made, but that it would take time to

## Traffic Signals To Be Installed

SAN DIEGO (CNS)—Installation of traffic signals at the intersections of Broadway and Buena Vista street and at Broadway and West st., Lemon Grove has been approved by the County Board of Supervisors.

The action was taken at the recommendation of the county traffic committee.

The traffic committee reported to Supervisors that it is "nationally recognized" that signalized intersections are required where "such controls can be expected to promote the orderly flow of traffic."

The committee recommendations will be made effective by board adoption of resolutions to establish the corners as "signalized intersections."

## Local Government Course Explained for Spring Valley

Professor Talks  
About Planning,  
Local Services

Dr. Richard Bigger, professor of political science and a member of the Public Affairs Research Institute at San Diego State College, last week told business and professional persons of Spring Valley that the area "has a problem of planning, zoning, drainage and local government."

He spoke before the group at a noon luncheon in the Spring Valley Chamber of Commerce hall. It was the second such luncheon in the past two months. The meal was prepared and served by the mothers of the Boy Scouts, Troop 47.

Dr. Bigger said that in case the people of Spring Valley decide to incorporate, taxes would have to go up; that means higher assessed valuation and a sales tax. The Lakewood plan of government, as used by Del Mar, was suggested by Dr. Bigger.

He said that Spring Valley could annex either to La Mesa or San Diego. In case of annexing to La Mesa, the doctor pointed out, La Mesa would have to expand its facilities if Spring Valley annexes to San Diego, that city could give services soon, Dr. Bigger said. He said the school tax of San Diego is lower than that of the La Mesa-Spring Valley School District. The tax of the LM-SV School Dist. in 1959 was \$4.19 and the San Diego tax about \$3.50. . . . Spring Valley would have to retain its own bonds, such as sewers etc.).

The Spring Valley survey, which was compiled by the State College Public Affairs Institute in 1958, Dr. Bigger pointed out, is still the basis for local government information. The Lakewood plan is partially explained in the survey. Following is that which is reported in the survey:

(4) Incorporate as a city and contract for services (Lakewood Plan).

"Spring Valley might form a municipality and contract with the county or the state for practically all of its governmental services, including police, street maintenance, traffic patrol, planning and zoning, and building inspection. It could maintain some control over the kind and level of services required by specifying service levels in the contracts. Services would be paid for out of local taxes. This is the so-called Lakewood Plan, popular in Los Angeles County.

"Its advantage is that local political control is supposed to be maintained over the area, but a high standard of service is provided due to the economies of large-scale operation. However, San Diego County has never furnished more than a few governmental services on a contract basis. County policy appears to be opposed to development of a 'Lakewood Plan' for San Diego County. This option is thus really not available to residents of Spring Valley at this time (1958). If, however, county policy changes, it might be well to reexamine this option."

A. B. Arnett, vice president of the Bank of America, La Mesa branch, told the luncheon group that three new banks are scheduled for this area, two in Spring Valley and one in Lemon Grove.

The first will be built in South Spring Valley, in the Bollenbacher and Kelton shopping center. Ground-breaking for this bank should be by the first of the year, and completion of the building by mid-1961, Arnett said.

The second Bank of America branch will be somewhere on Highway 94 (Campo rd.) Arnett said. He didn't pinpoint the location.

The Lemon Grove branch is still in the planning stage, Arnett pointed out.

# Mt. Miguel High School Sets Recreation Pattern



## Waiter! High School Youth Saves Small Child

A 17-year-old Mt. Miguel High School boy has been credited with saving the life of a 16-months-old girl.

Mrs. Benjamin Amador of 3625 Harness in Mt. Miguel Terrace, South Spring Valley, said her young daughter, Debra, had been quite ill on Wednesday night. During Thursday while doing the family washing, Mrs. Amador "peeked in" on Debra several times.

The last time Mrs. Amador looked in on the child (about 1:55 p.m.) she noticed the child was tossing about in her bed and seemed to be choking. Mrs. Amador said she became panicky, took the girl from her bed and ran screaming out the front door. Her screams attracted several women neighbors who came to her aid.

Meanwhile, 17-year-old Sammy Shaw, who has been staying with his uncle and aunt, Mr. and Mrs. James Parker, 3643 Harness st., was watering the front lawn. He heard the commotion down the street and saw Mrs. Amador come screaming with her daughter in her arms.

Sammy hurried to the scene and as soon as he arrived began breathing in Debra's mouth. Then someone brought a blanket and the child was placed on the cement driveway, with Sammy continuing to breathe in her mouth.

Mrs. Orpha Davis a neighbor, telephoned for the Spring Valley ambulance and crewmen gave the girl oxygen and took her and the mother to Grossmont Hospital. Mr. and Mrs. Amador brought Debra home Friday noon, but she was returned to the hospital for further examination. Mrs. Amador said on Friday that her daughter seemed to be "o.k." She said the girl had to be treated for dehydration.

Sammy Shaw, who has been here just a short time from Oxnard, Calif., said he never has studied first aid. He said he has heard and read about mouth-to-mouth resuscitation, but this was his first chance to practice it.

## Newspapermen Go on 'Safari' At Walker Scott

Representatives of newspaper, radio and television went on a "safari" Monday through the new \$6,000,000 Walker Scott store in College Grove after hearing it described as "a dream that became a reality."

They were guests at a breakfast and briefing in the 160,000-square-foot store, which will be open for business this Thursday.

George A. Scott, company president, called the store "a significant step in the emergence of San Diego as a truly metropolitan city."

About \$2,000,000 worth of stock will be in the store when it opens, he said. This, together with the cost of the building, its fixtures and its furnishings, will make it a \$6,100,000 enterprise and the main facility at the center, which is the nation's 37th regional shopping center.

## PERMIT OKAYED

SAN DIEGO (CNS)—A special use permit was approved Friday by the County Planning Commission for a fire station in the Spring Valley Local Fire District, at the northeast corner of the intersection of Gillespie and San Francisco streets.

## Bicycle Rider Discharged From Hospital

Richard Golden, 8, of 3161 Vista ave., Lemon Grove, was discharged from Grossmont hospital during the week-end.

He was hospitalized last week when his bicycle hit a hole in front of 8550 Palm st. Isabelle McCrae, a school nurse at Mt. Miguel high school, saw the accident and called an ambulance.

Richard and his brother Danny were on their way to "the crowded hole" at Goodland Acres park in Spring Valley when the accident occurred on the steep Palm st. hill. Hospital authorities listed his condition as critical then changed it later in the week to "serious". He suffered a concussion with numerous cuts and bruises.

Last year the nine-year-old son of Bob Coffey, a former Lemon Grove restaurateur, hit a hole at the same location and was severely cut and bruised.

The county road department's station in Lemon Grove said a repair job had been done on the road since the Golden boy was hurt.

## Voter Registrar Sets Up Shop At Store, Home

Mrs. Charlotte Phillips, San Diego County deputy registrar of voters, announced that from now until Sept. 14, she will be registering voters at the Mayfair Market in Lemon Grove each Thursday, Friday and Saturday, noon to 6 p.m.

On Sunday, Monday, Tuesday and Wednesday, she will register at her home, 3546 Helix st., Spring Valley after 8:30 a.m. She says to look for the signs in front of the house.

"You must be registered before September 14 in order to vote in the November general election," Mrs. Phillips pointed out. She urges everyone to register, especially the women, she adds.

## Recreation Program At New School OK'd

Mt. Miguel high school's sharing of its athletic facilities with the Lemon Grove Little League apparently has set a pattern which may be used at a proposed high school in the Casa de Oro area.

The Grossmont high school board of trustees Monday night approved a policy of cooperation in permitting the use of school facilities for park and recreation purposes.

The board indicated that whenever possible, the action should be in cooperation with the county, but that an agreement could be worked out with civic groups if the county is not interested in the project.

The action came as a delegation from the Casa de Oro Lions Club asked the board to give 20 acres of excess land at the new high school site on Sweetwater Springs blvd. to the county for a park.

The board denied the request, pointing out that the state department of finance had ruled that the school board must sell any excess land and use the money to help finance one of its building projects.

But the board offered to allow the Lions Club or other civic group to use the high school baseball field for Little League games. If any facilities beyond those provided by the school district normally, the board said, the school and the civic group would have to provide them under a joint agreement.

The board narrowed a lengthy list of names suggested for the new high school on Sweetwater Springs blvd. to five. These are Piedmont, Fairland, Isham Springs, Monte Vista and Aqua Dulce. A selection from this list will be made at a subsequent meeting of the board.

The new high school, planned to accommodate 1,800 students, is scheduled for completion by September, 1961. The board set Friday, August 5, at 4:15 p.m. as the time for opening of bids on the grading and construction project. The estimated construction cost is \$2,200,000, of which \$550,000 is for grading and site development. This is over \$600,000 below the state formula for state aided school construction projects.

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## Conelrad Test Scheduled for Monday Night

San Diego area radio stations will participate Monday in statewide tests of Conelrad, the emergency broadcasting system, during half hour periods Monday between midnight and 1:30 a.m.

Conelrad stations broadcasting on 640 and 1240 kilocycles during this period will emphasize what individual citizens should do to increase their chances of survival in the event of enemy attack.

Many stations in the state will carry discussions of local plans by city and county officials.

The tests are part of a bi-monthly series conducted on the first Monday of even-numbered months through the cooperation of the broadcasting industry, the California Disaster Office and the Federal Communications Commission.

"The uneasy international situation has created a continuing surge of public interest in survival preparations, Allan K. Jonas, state disaster office director, said. "The public is asking questions about what individuals should do, what the state and local governments are doing, and what the federal government plans to do about the great question mark — shelter."

"This interest has resulted in unusually large listening audiences for the Conelrad programs in spite of their mid-night scheduling."

The test programs are set late at night because they are made at the expense of the broadcasting industry, which fits the programs in so that they will not interfere with other commitments.

## Circus on Schedule; Starts this Thursday

A four-day circus and carnival sponsored by the merchants committee of the Lemon Grove Chamber of Commerce will be held this week.

It is scheduled to open at 3 p.m. Thursday, on a big lot at Broadway and Washington, across from the Catholic church. At least three performances of the circus are slated each day. The circus and carnival will remain through Sunday.

Among the events scheduled are performances of Margie, the baby elephant; troops of trained ponies; other circus acts; Bozo the Clown; and there will be various booths along the midway.

Carnival rides will include a Ferris wheel and a merry-go-round.

The merchants in Lemon Grove have free tickets which allow a person to ride on the Ferris wheel and other things for only 10 cents. Rides without tickets are 25 cents. Anyone, merchants say, is welcome to drop in to almost any store and get free ride tickets.

merchants are holding a "circus of values" in which they offer special sales of all kinds.

## Western Union To Open Office In Lemon Grove

Tom Blair, assistant operations manager for Western Union, said this week that a Western Union office will be opened in Lemon Grove about August 10.

It will operate from the offices of Jesse E. Lee, 3565 Imperial ave., Lemon Grove. Lee also operates Morrill Associates of San Diego, an advertising specialties business.

Lee said his wife, Odell, will share full time supervision of the Western Union teletype. Message delivery service will also be given together with service on telegraphic money orders and overseas cable service.

The Western Union office telephone number in Lemon Grove will be HOpkins 3-5984.

# LEMON GROVE STORES OPEN 'TIL 9 MON., FRI.



I'M JUST A MISUNDERSTOOD PUNK!



## Throwin' the Bull

By BOB TURNBULL

Our own pretty Ann Scott's def of a TV re-run: "A show you hate just as much as the second time." . . . . . Vickie Trickett, who makes her film debut in "Pepe," a Columbia release, is one of Hollywood's most capable horsewomen. . . . . Peter Brown and Peggie Castle, both of the "Lawman" teleseries, have teamed up for nitery acts these hot summer days. . . . . Actor-writer Carl Reiner is doing the script for Debbie Reynolds' first ABC spec, set for Halloween night. The show will be taped next month. Debbie's charity organization, The Thelians, is coming along well, too.

Wild animal feuds explode in ferocious battles among the beasts whose lives are sensationally depicted in Walt Disney's new True Life Adventure feature, "Jungle Cat," in majestic color by color. The most hair-raising of them all is when a pair of jaguars fight to the death with their dreaded enemy, a gigantic boa constrictor. . . . . And speaking of hair-raising scenes, I caught a press preview of Columbia's "All the Young Men" and was frozen in my seat during a couple of the battle sequences. It's a Korean War story. At times you are fascinatingly horrified. It stars Alan Ladd and Sidney Poitier.

Mt. Miguel Faculty rumble-seat mumble: "Matinee Idol is right—he did one matinee and he's been idle ever since."

### Entertainmentsville

The Mary Kaye Trio is currently singing up a storm in the Lounge of Harrah's on Lake Tahoe. Ray Anthony stars next Monday. . . . . Vicki Benet joins the "Follies on Ice" spec currently SRO at Hotel Thunderbird in Las Vegas. . . . . The Sky Room in Wilbur Clark's Desert Inn Hotel, in Vegas, has been remodeled and looking quite snazzy, thank you.

The test film for another taped series, "Atomic Submarine," has been completed. . . . . Lola Albright will take over Peter Gunn's saloon next season, thus eliminating "Mother" from the show.

Until tomorrow, Vaya Con Dios!

## Lewis Raff Services Held

Funeral services for Lewis Raff, 66, of 9029 Redfield st., Spring Valley, were held July 20 at the Greenwood Mortuary. Entombment was in the Greenwood Mausoleum. He died July 18 in a rest home.

Born in Missouri, he had lived in San Diego County about ten years. He was a retired North Island mechanic. Besides his widow Florence E. Raff, he is survived by two daughters, Mrs. Rose Newman of Spring Valley and Mrs. Gloria Adelman of Illinois; a son, Lewis H. Raff of Missouri; a sister; eight grandchildren and three great-grandchildren.

### CALCIUM SUPPLY

Calcium is not a rare element, but is not widely found in significant amounts in many different foods. Milk is the primary source for calcium.

### BUTTERMILK

Buttermilk is a nutritious milk product made from pasteurized skim milk, to which a culture has been added to give it a tart and tantalizing flavor.

ENJOY OUR DELICIOUS . . .

**Family Dinners**  
In Our New Enlarged, Remodeled and Redecorated Dining Room  
Complete with Family Entrance

Our Specialty . . .  
**FILET MIGNON \$2.95**  
INCLUDING: Bellish Dish, Salad  
Potatoes, Rolls, Butter and Coffee

Dinner Menu Also Includes:  
**Steaks - Chicken - Shrimp**

**COCKTAILS "As You Like Them"**

**PAL'S** The Steak House  
3521 Imperial Avenue  
Lemon Grove  
Phone HO 6-9825 for Reservations

## Religious Leaders To Study Role In Nuclear War

Approximately 150 clergymen and lay leaders from the Protestant, Catholic and Jewish faiths will meet at San Diego state college August 16 for a unique, three-day study of the role of the church in the event of nuclear attack.

The course will be sponsored jointly by the college and by the San Diego County Civil Defense office, according to college President Malcolm A. Love. Churchmen from throughout Southern California along with groups from Arizona, Utah, Nevada and Hawaii are expected to attend.

Love said that the course would be the first of its kind ever offered in Southern California, although a similar program had been held earlier by the office of Civil and Defense

Mobilization at Battle Creek, Michigan. Response from the nation's clergy to that course was overwhelmingly favorable, Love said.

The course will include discussions of the prevailing world ideological conflicts, interfaith ministrations under disaster conditions and general clerical problems arising in disasters. In addition, studies will cover communist capabilities, weapons effects and basic civil defense plans.

Love said the course was designed to provide a vital part in the preparation of modern ministers—one which they, themselves, had requested.

He said, "The Church has an important social mission in any crisis. Disaster multiplies and intensifies its normal task. It's our hope that the Civil Defense Religious Affairs course will help our clergy to prepare against the eventuality of a major disaster whose problems would exceed those of any previous domestic crisis they have faced."

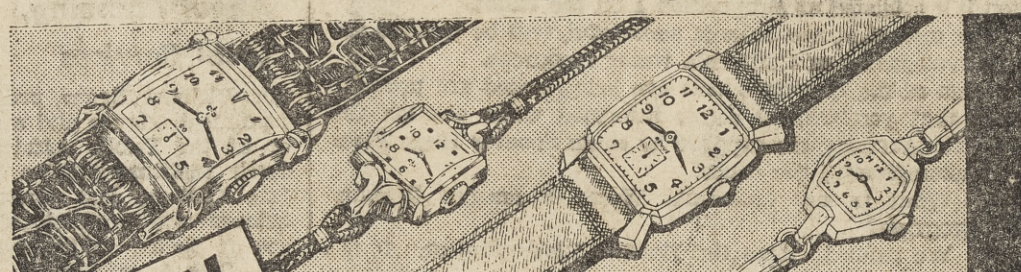
Director of the course will be Dr. Charles J. Falk, assistant professor of education at San Diego state college. Lecturers will include officials from the California Disaster Office

at Sacramento and from the local Civil Defense staff.

Local clergymen who will serve on the faculty include Dr. Frank Lowe, representing the San Diego County Council of Churches; the Rev. William Nolan, representing the Roman Catholic Diocese of San Diego; Rabbi Morton J. Cohn, representing the Jewish faith; and Cdr. George A. Wright, assistant district chaplain, representing the 11th Naval District Chaplain Service.

The course will include eight sessions, starting at 8 a.m. Tuesday, August 16, and closing at 3:30 p.m. Thursday, August 18. A certificate of completion will be awarded to delegates who attend all sessions.

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HO 6-8118

## 'The Time Machine': A Peek at the Future

H. G. Wells' "The Time Machine" is recognized as probably his most remarkable work. Written in 1895, it since has sold more than a million copies and has proved Wells to be an amazing prophet.

His fourth-dimensional adventure, penned years before Einstein produced his theory of the fourth dimension, ranges from the past into the year 802,701 A.D. Many of his startling predictions already have come true. The rest—an all-destructive war and a fantastic world peopled by underground Morlock monsters and their gentle Eloi victims 8,000 centuries from now—remain for Time to tell!

Metro-Goldwyn-Mayer's presentation of "The Time Machine" marks the second association of Producer-Director George Pal, likewise a pioneer in science fiction films, with a Wells' novel. One of Pal's five Academy Awards stemming from his special effects in motion pictures was won by his filming of Wells' "War of the Worlds." Pal's other Oscars were for "Tom Thumb," "When Worlds Collide" and "Destination Moon."

"The Time Machine" stars Rod Taylor as the Time Traveler, and he does a fair job in his role; comedy favorite Alan Young in a good dramatic "triple" role; and introduces beautiful blonde Yvette Mimieux, Hollywood's most promising young actress. Yvette makes

her debut appropriately as Wells' "Girl of the Future."

Not quite a family film, it's more for the imaginative thrill seekers.—B.T.

## Sanders Home From Hospital

Jack Sanders, owner of the Lemon Grove Hardware store, 3340 Main st., is returning home this week from Paradise Valley Hospital.

He was hospitalized for a week's rest when he went to his doctor for a check-up.

Sanders is one of the early group of Lemon Grove business men. He is also an avid amateur golfer.

Mrs. Sanders said she expects him to be back on the job next week.

## Local Man Appears In Feature Film

Lemon Grove actor-columnist Bob Turnbull recently completed a supporting role in "Three Characters in One," an independent feature length movie for United Artists release.

Turnbull portrays a "young movie star" in the film. "Three" stars Merry Anders, formerly of "How To Marry a Millionaire" television series.

### LESLIE'S BUDGET

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CALL MACK FOR SERVICE  
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HO 6-8832  
1 Bk. NO. OF BROADWAY

**SERVE BETTER MEALS SHOP HERE**

CUDAHY — FULL COOKED Whole or Half **HAM 59¢**

PAN READY **FRYERS 39¢ lb**

Pork Shoulder Roast **39¢ lb**

Cudahy Rex Brand **WIENERS 49¢ lb**

Cudahy cello wrap **BACON 49¢ lb**

U.S.D.A. Good **Rump Roast 59¢ lb**

Jello Instant **PUDDING 10¢**

Maxwell House 6 oz. **Instant Coffee 95¢**

Imperial, 12 oz. **Strawberry Jam 26¢**

Sonny Boy — 1 pint **PUNCH 29¢**

**SPAM 49¢**

Sunshine asst. **COOKIES 3 pkgs. \$1.00**

Breast o' Chicken, Green Label **3 FOR 85¢**

Box of 12 **KOTEX 2 FOR 85¢**

**BANANAS PEACHES LETTUCE THOMPSON SEEDLESS GRAPES TOKAY GRAPES } 10¢ lb**

**BROWN ONIONS 3 lbs. 10¢**

**BIG DEAL** vanilla ice milk

Big Deal Imitation 1/2 Gal. **3 FOR \$1.00**

Good Deal Imitation 1/2 Gal. **2 FOR 89¢**

**BANQUET FROZEN FOODS**

**FRUIT PIES 3 for \$1.00**

**DINNERS 49¢**

**MEAT PIES 4 for 89¢**

**PICTSWEET FROZEN FOODS**

**2 for 31¢** PEAS and CARROTS PEAS SPINACH BROCCOLI CUTS SQUASH ASPARAGUS CUTS

**2 for 45¢** GREEN LIMAS BROCCOLI SPEARS BRUSSEL SPROUTS CAULIFLOWER

**KNIGHT'S MARKET** The Friendly Family Store  
1505 Skyline Drive, Lemon Grove — HO 6-5282  
Prices Effective Thurs., Fri., Sat., July 28, 29, 30

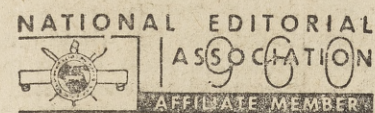
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# LEMON GROVE REVIEW

## AND SUBURBANITE

The Only Newspaper Printed and Published in Lemon Grove  
 MAX GOODWIN Editor and Publisher  
 DON WILSON News Editor  
 JIM HEGARTY Advertising Manager  
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## The DIMMER VIEW

(Continued)

munism in Europe, Asia, Africa, or even in the Western Hemisphere. For all the hundreds of millions of dollars we have given Cuba, it went Communist overnight. . . a Communist's stronghold just 90 miles off our east coast.

Bolstering the economy of foreign countries have cost us more than just the tax money, Congressman Utt says.

Giving funds to re-tool for foreign steel mills has resulted in greater imports of it. Using 1957 as a basing point, American steel production is down 7 million tons a year. This amount alone would supply employment for 56,000 Americans.

We have lost the production of 700,000 cars a year to foreign manufacturers, or the employment of 65,000 workmen. Ten years ago we imported less than 40,000 sewing machines. Today we import more than 250,000.

We have 250 strategic bases in foreign countries which could be immobilized politically overnight by a change in government such as now threatens Japan and Okinawa. They could also be immobilized militarily. We are constantly being told that if we do not give more foreign aid, we cannot use these bases.

Congressman Utt points out further that the foreign aid outlay this year alone would build a nuclear-powered Polaris-equipped submarine fleet which would have more defensive power than our 250 foreign strategic bases.

Additionally, our program for B-70 bombers, which can fly at an altitude of 70,000 at three times the speed of sound has been suspended for lack of funds.

Congressman Utt is saying exactly what we have been saying for 10, these many years. . . let's build a better backbone and respect, friendship and loyalty will automatically follow.

## World Affairs Institute To Explore 1960 Decade

"The 1960's Decade of Decision" will be explored August 8-26 by some 30 diplomats, scientists, military leaders, and other experts in the 18th annual Institute on World Affairs at San Diego state college.

The three-week series of lectures and panel discussions will be open to the public without charge or may be taken for graduate and undergraduate college credit. Meetings will be held weekday mornings and some evenings in the Humanities Auditorium on the campus.

Minos D. Genereles, professor of political science, now serving his ninth year as director of the Institute, describes the series as "dedicated to the use of the free academic forum for presentation and discussion of current and continuing issues of international significance."

Last summer's theme was "World War III — the Silent War." Broadcasts of the 1959 Institute sessions were carried over the National Association of Educational Broadcasters network.

Past years' speakers have included Dr. Alexander Kerensky, former prime minister of Russia; Dr. Linus Pauling, Nobel prize-winning chemist; Stanislaw Mikolajczyk, former prime minister of Poland; Adm. Herbert G. Hopwood, commander-in-chief of the United States Pacific Fleet; His Excellency Dr. Miloslav Ruzick, ambassador of Czechoslovakia to the United States; Irwin D. Canham, editor of the Christian Science Monitor; and Kurt von

Schuschnigg, former chancellor of Austria.

The advisory board for the Institute on World Affairs includes international relations experts in Spain, France, Sweden, Austria, Belgium, Brazil, Canada, Israel, and Italy.

Full information may be obtained by writing Institute on World Affairs, Political Science Department, San Diego State College, San Diego 15, California.

## Local Departments Help Fight LA Fire

Lemon Grove and Spring Valley fire departments each sent a truck to assist in fighting the San Simeon forest fire in Los Angeles county last week.

The trucks, civil defense equipment assigned to the two departments, were in Los Angeles county from Wednesday of last week to Monday night of this week.

Two firemen accompanied each truck and were relieved each 48 hours while the trucks were there.

## 'Smoke Eaters' Quench Blaze

Lemon Grove firemen were called Friday when residents in the 2300 block on Main street saw a huge cloud of black smoke rising from near the railroad tracks.

Firemen found smoke pouring from a five-foot concrete storm drain.

It turned out, they said, that children had built a bonfire about 175 feet inside the mouth of the drain and had thrown an old tire on the fire.

The firemen had to don smoke masks to reach the bonfire and haul the burning tire out of the drain.

## 'Yield' Signs Win Approval Of Supervisors

The action was taken at the recommendation of the county traffic committee, after an investigation requested by W. H. Tallant, 4025 North Bonita st.

The "yield" intersection, due to periodic peak traffic loads, is to affect traffic on San Juan street. It was approved because of visibility obstructions close to the intersection.

Archery lessons are also being offered on Saturday 9 a.m. to noon at the La Mesa Youth Center, 844 University. The instructor is Skip Fenn. The lessons are free but the youth must furnish his own equipment.

## The Mail Box

Dear Gentleman,  
 Please excuse me for introducing myself. I'm a sophomore at Aoyama Gakuin Univ. and my name is Shinichiro Matsumoto. Recently I read two contributions from U.S.A. in a newspaper. One was from a person, Mr. Tom Welbum (I don't know this spelling is right or not) in your town, so that I'm sorry to trouble you, but if you can, please tell the people of your town about this letter.

My English is very poor, but I do my best to be understood you about many Japanese. White House Press Secretary Mr. James C. Hargerty was be- have violently by some Japanese, who are red unionists and the members of Zengakuren at Tokyo International Airport at June 10, 1960. When I was known that fearful, sad, shameful affair by the News-papers the radio and the T.V. I have felt that a heavy rock with sad chagrin, shameful and enmity feeling came upon my heart. I couldn't help keeping from tears and couldn't believe that news soon.

And again I was shocked awfully (many Japanese were too) and have felt a very sadness which I can't express in ward, because President Eisenhower's visit to Japan was deferred.

But when President Eisenhower would visit, we were so worried by that some terrorists or communists would give a bad feeling to President Eisenhower. I think these terrorists or communists are a sort of the fanatics who have no conscience, so that we believe even though many many policemen would make strict precautions, these fanatics would be sure to make a trouble which we can't suppose at all.

We humbly make an apology to President Eisenhower for the insult we had offered. I believe all Japanese must be responsible for ourself against what we had done. We never want to shirk our responsibility, but these fearful affair's criminals were some members of Zengakuren, the National Federation of Students of Self Government Associations, red labor of Sohyo and the fault of Kishi Cabinet.

Now I'm telling you about the N.F.S.S.A., recently there are about over 500 universities and colleges in Japan and especially in only Tokyo there are about 500,000 students, but the students of N.F.S.S.A. are about one per cent of us. They use the name "students", in fact the N.F.S.S.A. is not an association for students, but is for communists or destructionists, we believe.

They are Red chins or Russians who have a face look like Japanese in student's wear. When we knew these who happened that affair were students at some univs., we think easily the all students at these univs. are savages, senseless men or women.

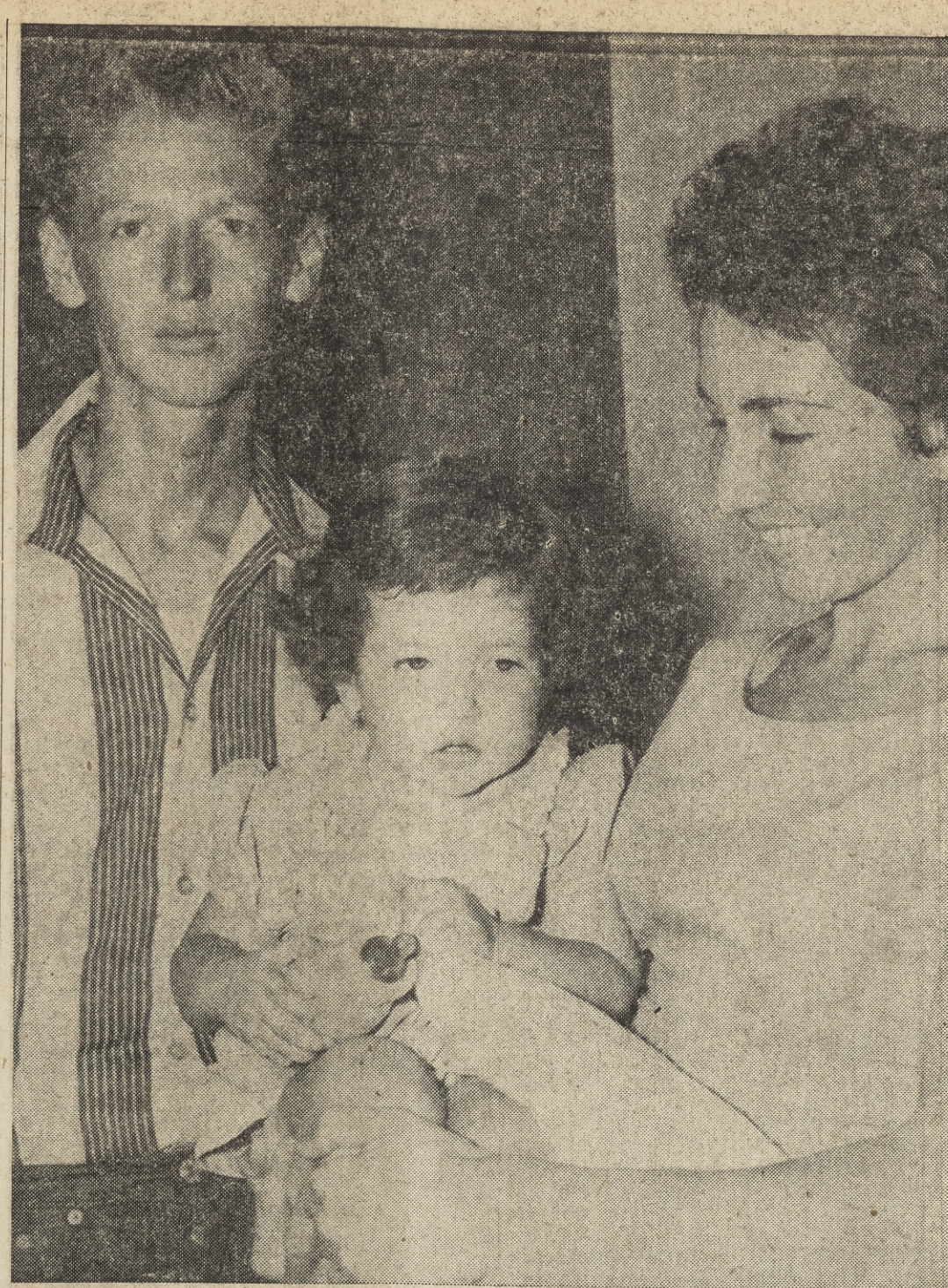
This is no right. Don't you? but it means that he who loves Peter won't harm his dog. So that I'm afraid you think about Japanese as same as what I said. Please don't be driven by a passing emotion. It is a reason why I directed to write you.

When I think that these affair are going to give an influence on the U.S.A. and Japan I can hardly repress my sadness. By the way, I will state my opinion against two contributions.

One was from a lady in Illinois. She was saying "Don't misunderstand the U.S.A." I can see what she wants to say Japanese, but besides she was saying "I and my friends don't know which, America won't the War II or Japan won." I don't understand why she said about it. Of course I can understand that many Americans who have been giving many many economical or moral supports for Japanese a long time, are shocked.

But when I knew a Japanese (according to Mr. Welbum's contribution) and she bring the World War II (The Pacific Ocean War) against these problems, I became grief-stricken.

Amid the War II, I was a little boy about five years old, but I will never forget how fearful and dreadful the war was in my life. But if we can find a reason or a base of war, nobody will be sure to define which was right or not, I think. So that I have been admitting the war was our own mistake



HERO — 17-year-old Sammy Shaw, above, was credited this week with having saved the life of 16-month-old Debra Amador, shown in the arms of her mother, Mrs. Benjamin Amador of Mt. Miguel Terrace in south Spring Valley. Shaw, a Mt. Miguel high school student, rushed to the Amador home and applied mouth-to-mouth artificial respiration when Debra strangled and stopped breathing. Firemen arrived with a resuscitator and sent the little girl to a hospital. —Staff Photo

and punishment. I never curse anybody or any countries. But I think all people never forget their own blame and must feel responsible for it. I never entertain a hostile feeling against Americans who were ever our antagonists, but I respect and love Americans and thanks you from the bottom of my heart but these feeling have been made supporting only economic things, I don't believe.

So I want to say her "Don't misunderstand Japan" and please understand recent Japanese position.

In the race American and Japanese are different so that the custom or the religion or the way of thinking or language are too. Japan stands between the United States and Russia and Red China. Many Japanese have concerned with war (our country was become a battle field). We could get the New Constitution into our hands at 1945 and we have gotten the freedom and the democracy that we had not held ever. We had felt very liberation as if a caged bird set free, but a result of it some of us have not understand true freedom and democracy who have abused their freedom.

I think a lot of Japanese, governments, capitals, scholars, labour, students and children have not known true democracy and asserting the democracy they others aside, in short they always don't respect others. Especially in the Diet which is the highest legislative organ of Japan. Many deits don't know true democracy. I think the communists and the revolution- ists, who are planning on pulling many Japanese into a big red bog, are making use of these who haven't know the true democracy.

Please recognize how much the communistic countries have been paying attention to Japan. Mr. Welbum was saying "A result of the War II, Chinese and Russians who were ever the friends of us have hated U.S.A. besides they are going to have a chance to knock down U.S." I hope Mr. Welbum think why they did change their feeling. I believe that the friendship between America and Japan, which is made by our leaders as governments or capitals, will never be kept permanently, but if we, everyday people wants to be a good-friend who can understand each nation's in our point of view as well as we understand each nation's arts or civilizations and can to love heartily.

Just then we will be able to make true friendship or partnership which is never broken, and to protect our freedom and democracy and peace from the invaders we will be sure to hold together with a powerful love which never fear anything. If we would become to understand such a friendship or partnership, I (we) don't dare to fear to be a shield or a spear for keeping our freedom and democracy, and friendship or partnership. By God, but I think we never forget to love our enemy, it's very difficult, but we must do.

I don't want to be proud of Japanese, but many Japanese except red people have as higher culture or knowledge as any other nations in the world, so I believe Japanese, nation will be sure to reflect themselves about what they had done and will make good use of our sad, shameful and important experience and the nation will be sure to find out true democracy and freedom correctly and will do with our all power for im-

## Rattle Snake Bites Youngster In Spring Valley

A three-year-old Spring Valley girl was bitten by a rattle snake in her yard, last Wednesday.

Little Vicki Parker Barbour, daughter of Mr. and Mrs. Luke W. Barbour Jr., of James Circle, had been playing in the yard. Suddenly she came crying to her mother and said a dog had bitten her. Her mother looked at the wound and determined it was not a dog, but a snake that had bitten the child.

A local doctor diagnosed the bite as that of a rattle snake. Vicki was transferred to Grossmont Hospital and was

brought home Friday. A report Monday was that the girl's pulse was back to normal, but that the place on her right ankle was still black.

The little girl was in the same ward as a little El Cajon boy who was bitten by a rattler in the mountains a few days before. His condition has been stated as satisfactory.

## ICE CREAM

If ice cream is too hard for dipping, let it stand for ten minutes at room temperature, or place in a refrigerator a half hour before serving.

## DR. S. S. SEDERLIN

CHIROPRACTOR  
 Days by Appointment  
 Weekday Evenings 6:30-8  
 PHONE HO 6-3777

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Hank Templeton, Mgr., invites you to visit Lincoln, Lemon Grove's oldest and only locally owned finance company . . . in their new, ultra-modern fully air-conditioned offices, now more conveniently located on the ground floor at 7854 Golden Ave. Surprise souvenirs to all visiting our new offices.

## NEED MONEY?

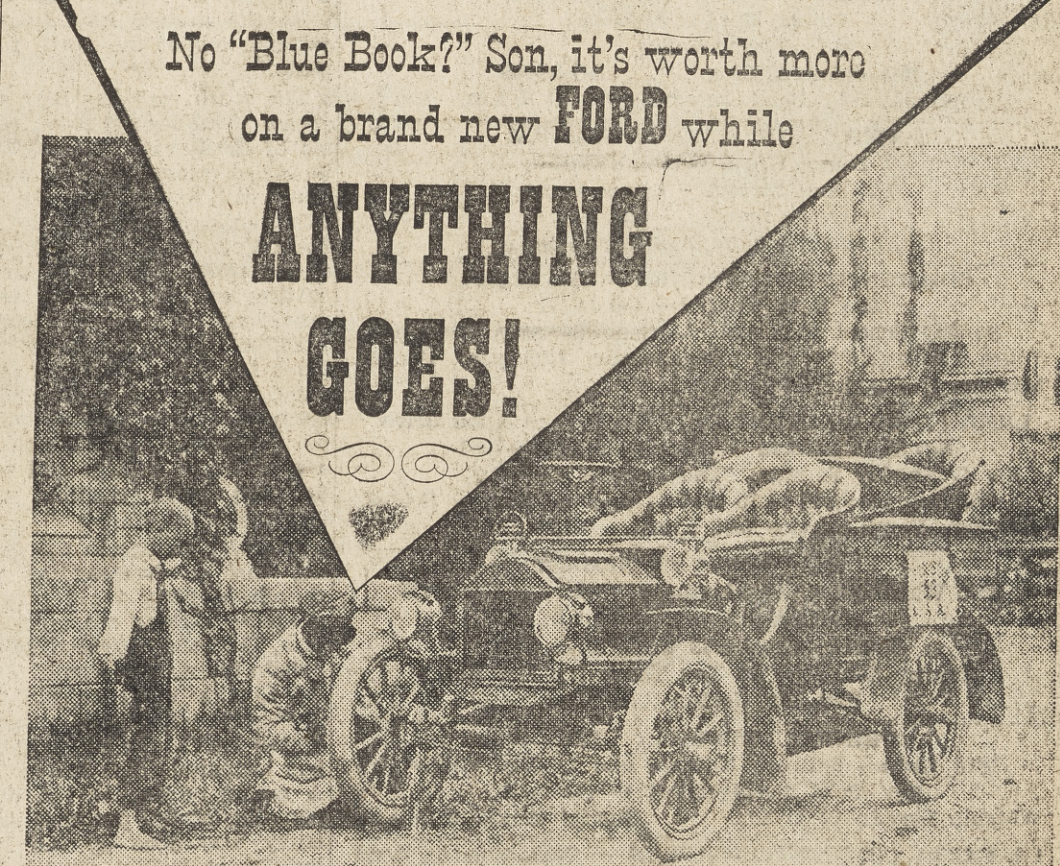
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It's just like before taxes! We're turning back the clock even on Ford's regular low prices. Not just on a special model—but on every Ford, Falcon and Thunderbird in stock. That makes the old family buggy young enough to bring top trading dollars, too. So wheel it around while anything goes! The good old days when you really saved are back!

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EXPERTLY

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Nobody can wax your car in the same professional way as Amos. Take advantage of his two free washes now . . .

CAR WASHING — STEAM CLEANING — CAR POLISHING

## BILLS CAR WASH

Broadway at Mass. Lemon Grove

REGULAR DRY CLEANING

Mens Alterations Our Own Cleaning

GROVE

QUALITY CLEANERS

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Across from Grove Theatre  
 3515 Main St. HO 6-1781





## SV First Baptist

With Rev. Roland Taylor being in camp at Mt. Palomar, July 30-Aug. 6, Rev. Floyd Piper will bring the 8 and 11 a.m. Sunday messages. The young people will have charge of the evening services.

Rev. Piper, with his family, recently moved into Spring Valley, their home being at 3475 Helix st. At present he is not associated with a church but is teaching at the Jamul-Las Flores elementary school, Jamul.

Nancy Carlton and George Buny, who recently announced their engagement, will be honored with a shower Thursday evening in the church social hall.

## LET US ALL PRAY TOGETHER AS A FAMILY



"The preaching of the cross is to them that perish foolishness; but unto us which are saved it is the power of God." I Cor. 1:18. It is not our community standing or self estimate that determines whether or not we are a child of God; it is our attitude toward the cross of Christ. What is your attitude?

**CASA DE ORO BAPTIST CHURCH** — 10195 Madrid Way  
Rev. Ernest Anderson — HO 9-5017  
Sunday School: 9:45 a.m. Morning Worship 11:00 a.m.  
Youth Services 6:00 p.m. Evening Service 7:00 Wednesday 7:00 p.m. Bible Study and Prayer Hour. Nursery at Sunday Services.

**FIRST BAPTIST** — Main and Burnet St.  
W. A. Shoopman, Pastor — HO 3-3961  
Office Phone, HO 6-0340  
Services, 10:50 a.m. and 7:30 p.m. Sunday School, 9:30 a.m. B.T.U., 6:15 p.m. (Nursery care at all services.)

**ST. PHILIP'S EPISCOPAL** — Corner Palm and Hardy Road  
Rev. J. P. Bartlett — HO 6-8055 — CY 6-1525  
First Sunday Holy Communion 7:30, 9:15, 11:00. Prayer 9:15 & 11:00. Last Sunday Litany 11:00. Sundays: Family Service and Church School 9:15 YPF 7 p.m. Wed at 10:00 Holy Communion & Laying-On-Of-Hands, Intercessions.

**TRINITY PRESBYTERIAN** — 3902 Kenwood Drive.  
Rev. K. A. Mitchell — HO 6-4581  
Worship Services 9:00 and 10:30 a.m. (Nursery Care Provided). Church Sunday School 9 and 10:30 a.m. Junior High W. F. 6:30 p.m. Senior High W.F. 6:30 p.m. College and Career W.F. 7:00 p.m.

**FIRST CONGREGATIONAL**  
Corner Church and Main — Lemon Grove  
Phone HO 6-0503  
Two Services — 9:30 and 11 a.m.  
E. Walter Smith, Pastor  
Tom J. Lasswell, Minister of Christian Education

**FOOTHILLS METHODIST CHURCH**  
Campo Road at Cordoba  
Spring Valley  
Rev. James A. King — HO 3-4659  
Sunday School and Church Service at 10 a.m.

**CHRISTIAN SCIENCE SERVICE**  
Lemon Grove Woman's Club  
2810 Main Street — Lemon Grove  
Services Sunday — 4:00 p.m.  
All interested are invited to attend.

**COMMUNITY FOURSQUARE** — 2115 Imperial  
Rev. D. W. Tinsley — CO 4-8311  
Sunday School, 9:45 a.m. Morning Worship, 10:50 a.m.  
Youth Groups, 6:00 p.m. Evangelistic, 7:00 p.m. Prayer Meeting, 7:30 p.m. Thursdays.

**LEMON GROVE LUTHERAN** — Skyline and Alton Drive  
Rev. H. C. Bakken — HO 9-3313 — HO 9-7997  
Sunday Sermon: "The Reward of Faith"  
Worship Services, 8:30 and 11:00 a.m. Sunday School, 9:40 a.m. Youth Service 7:00 p.m.

**LEMON GROVE METHODIST**  
3205 Washington, Washington at Golden — HO 6-8065  
Services 8:30 and 11:00 a.m.  
Church School 9:45 a.m., 10:45 a.m.  
Sunday Sermon: "So You Think It's Hot Here"  
Rev. Dr. Jordan E. Detzer,

**TRINITY LUTHERAN CHURCH**  
7210 Lisbon, Between Encanto and Lomita Village  
Rev. Paul A. Hilgendorf — CO 2-1337  
Worship Service 10:30 a.m. — Sunday School 9:15 a.m.

**LA PRESA COMMUNITY CHURCH** — 9095 Jamiacha Road  
Rev. Bernard H. Olsen — HO 9-3671  
Sunday School 9:45 a.m. Morning Worship 11 a.m. Youth Service 6 p.m. Evangelistic Service 7 p.m. Prayer Meeting (Wed.) 7:30 p.m. Nursery Care.

**FRIENDS COMMUNITY CHURCH** — Bancroft & Kenwood  
Spring Valley  
Rev. Loren D. Mills — HO 6-3339  
Sunday Church School, 9:45 a.m.; Family Worship, 11:00 a.m. (nursery provided, 5 and under); Christian Endeavor, 7 p.m. Faith and Fellowship Hour, 8 p.m.; Bible and Prayer Meeting (Wed.) 7:00 p.m.

**SKYLINE WESLEYAN METHODIST** — 1345 Skyline  
Rev. O. C. Butcher — HO 3-0211  
Rev. Derric Johnson, Associate  
Sunday School, 9:30 and 11 a.m. Worship service 11:00 a.m. Wesleyan Youth, 6:00 p.m. Evening Evangelism, 7:00 p.m. Mid-week Prayer (Wed.), 7:30 p.m. Nursery and Toddlers care.

**EVANGELICAL UNITED BRETHREN** — 4207 Palm Avenue  
La Mesa (Using 7th Day Adventist Church)  
A. Philip Strickler, Minister — HO 3-8260  
Sunday School, 9:30 a.m. Morning Worship 10:45 a.m. Y. F., 6:00 p.m. Evening Worship, 7:00 p.m. Prayer Service, Wednesday 7:30 p.m.



**THE WINNAH** — The other day, a downtown San Diego metropolitan morning newspaper reported that some corn in that city had grown to the height of nine and a half feet. Spring Valley residents immediately shouted "Humph!" and pointed to the corn patch owned by Dan Greeson at 9018 Valencia. Greeson's corn stands 12 feet tall. He said that his wife bought some corn at an Indian trading post 20 years ago for use as decorations. This spring she started to throw it away but husband Dan planted it instead. Not only is the corn tall, but at least one of the ears is 30 inches long. Miss Virginia Fullerton points up at a tall stalk in above picture.

—Staff Photo

## Trinity Presbyterian Breaks Ground for New Sanctuary

Culminating five years of planning and successful fund raising, erasades, Trinity Presbyterian Church, 3902 Kenwood, Spring Valley, will observe the start of construction of their new hilltop sanctuary. A ground breaking service was held last Sunday. Rev. Keith A. Mitchell is pastor.

With the north wall of the sanctuary rising almost 65 feet above the 4½ acre church site, an imposing new addition to the skyline above the highway 94 and Palm Ave. interchange, will be created. Steel A-frames supporting steep roof sections will provide a spacious interior for the striking design of the building. A cross, to be illuminated at night, will rise from the ground level to the extreme top of the north roof peak.

The south wall has been designed to utilize extensive panels of circular cathedral glass in varied colors. The new sanctuary will be joined to the existing building, formerly the La Mesa Country Club, by an enclosed patio. Plans call for a seating capacity of 400, with provisions for a 60-voice choir. Additional space has been provided for a pastor's study, sacristy, lounge, and choir robing room. Although present plans do not include installation of a pipe organ, a large and well designed organ chamber will be constructed.

A major change in the grading and landscaping of the church property will provide adequate parking space for 135 cars. The total cost of this first unit in the master plan of Trinity Church will be \$180,000. Starting in 1951, and using a rented hall, the congregation has increased from 205 to 710. A major portion of the early planning of the proposed sanctuary was done by the first building committee, the late Mr. Oscar Carlson. Present members of the building committee

are: Lloyd B. Plummer, chairman, Mrs. Clara Muerdter, Mrs. Jean Mee, Mrs. Edward B. Schroeder, Paul Nill, Clarence Watters, Donald Irwin, Donald McKillop, Howard Gardner, and Robert Hart. The architect is Calvin Heaton, AIA of Pasadena. J. Henry Bender is builder.

At the ground breaking ceremonies, besides Rev. Keith Mitchell, several others spoke on what the new sanctuary meant to them. Speakers were Lloyd Plummer, chairman of the building committee; Don Irwin, assistant chairman of the building committee; Richard Irwin, youth chairman; Dr. W. J. Sunderman, music chairman; and Norman Wylie, chairman of the board of trustees.

## Bancroft Baptist

The Girls Auxiliary of the Bancroft Baptist Church will meet Saturday at 11 a.m. in Eucalyptus Park to work on their "Forward Step" in G.A. work. Leaders are Mrs. Edith Prince and Mrs. Jo Prince.

This week the church is having prayer emphasis on the Southern Baptist mission program. This lasts through July 31.

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## Lemon Grove Methodist

From the prophet Jeremiah 9:20 comes the age old question, "Are You saved?" The answer comes next Sunday morning in both morning worship services at the Methodist church at 3205 Washington st. Services are at 8:30 and 11 a.m. with morning worship at 9:45:10:45 a.m.

A new membership class is receiving instruction at this hour of 9:45 a.m. and will unite with the church at the 11 a.m. worship service. All interested adults are invited to attend.

All men are invited to the "eye opener" breakfast held every Thursday morning at 6:15 a.m. at the church.

The sermons at the Lemon Grove Methodist church will be given by four different persons during the next four weeks while Dr. Jordan Detzer is on vacation.

Dr. Robert E. Box of Cal Western U. will deliver the sermon August 7; Dave Corbin, student minister, will serve August 14; Dr. Charles L. Wallace of Cal Western will preach August 21 and Norman Wollitz, former lay leader of the church, will occupy the pulpit August 27.

Dr. Detzer and his family will vacation at a camp near Flagstaff, Ariz.

Most people, when confronted with their favorite meal, make a spectacle of themselves.

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## Casa de Oro Baptist

Final registration for summer camps for youth of the Casa de Oro Baptist Church was Sunday. Junior boys and girls and Junior High age youth are to be camping at Forest Homes Aug. 7-13. The High School age group will go to Lake Hume, Aug. 6-13.

Mr. and Mrs. Grady Blankenship of Calavo dr., who celebrated their Silver Wedding anniversary July 24, were honored at a reception in the church social hall, Sunday, right after the evening services. The event was planned by the social committee of the church and everyone was invited to greet the honored couple. After Mr. and Mrs. Blankenship were served the young people were served in order that they be excused to attend their Youth Meeting in the summer series. They met in the sanctuary and layman Al Stone gave the Bible study on "Prophecy," Russia's part in it, etc.

David Stanley, on Sunday, will teach on the subject "The World of God and Evolution." These Sunday meetings are held at 8 p.m. in the lower auditorium.

On Friday the young people participating in the youth program (college age, high school and junior high school age) will meet in the church at 3 p.m. for transportation to La Jolla Shores for a beach party, picnic, campfire and devotions. Sponsors and parents will accompany the group.

A "pink-and-blue" shower was given Tuesday evening in the church social hall honoring Mrs. Wayne Gresson. The Women's Missionary Society was in charge.

## Christian Science

Mankind's opportunity to awaken to God-given freedom will be emphasized in all Christian Science churches on Sunday.

The Lesson—Sermon on "Spirit" continues the current series which brings out the nature, essence, and wholeness of God. The Golden Text is from I Corinthians (2:12), "Now we have received, not the spirit of the world, but the spirit which is of God; that we might know the things that are freely given to us of God."

The Scriptural account of the imprisonment and deliverance of Paul and Silas, as related in The Acts (Ch. 16), includes the following citations, "And at midnight Paul and Silas prayed, and sang praises unto God, and the prisoners heard them. And suddenly there was a great earthquake, so that the foundations of the prison were shaken; and immediately all the doors were opened, and every one's bands were loosed" (16: 25, 26).

**PIPELINE OK**  
SAN DIEGO (CNS)—Authorization to run a private water line to his Spring Valley home has been granted to Payne W. Holm by the county Board of Supervisors.

Holm included with his request to the Board letters from neighbors on Camino Paz. The neighbors granted permission to run the line in front of their property.

## Once Over Lightly

by Don Wilson

Wes Buttermore, Lemon Grove's flying plumber, is back from the Congo.

He was evacuated along with others who were in the African region when the recent troubles erupted.

Buttermore had gone to the Congo to help build a hospital at Kapanga. They were there only a few days before they were advised to leave because of the outbreak of hostilities around the gaining of Congo independence from Belgium.

The Lemon Grove man had expected to stay several months in building the Kapanga hospital and helping with other projects in the area. He went under the auspices of the Lemon Grove Methodist Church, whose members raised more than \$1,300 to pay his fare. He donated his services.

Buttermore flew to Africa, then went with two missionaries in a truck and station wagon to Kapanga, where a mission is maintained.

They went to work the day after they arrived, but got in only half a day's labor before a Saturday afternoon ban on any work at all was set down. The ban is imposed by the 60,000 natives who live within 10 miles of Kapanga and frown on weekend labor.

A party went out on the weekend to bring back meat, and later the group was invited to attend independence celebrations—which went on for several days before they settled down.

"These are not savages," Buttermore said. "The trouble there came from the Congolese army, which was left without any controlling hand when the Belgian officers left."

"The soldiers were armed, and they had a tendency to shoot at anyone who gave them any trouble, whether they were white or native."

Buttermore and his co-workers stayed one more week, working on the hospital.

Then they received word from the American consul, advising them to leave.

"Other missionaries began arriving at Kapanga from farther in the interior," Buttermore said. "They were heading for the coast."

One of the missionaries, he said, had a radio transmitter and managed to contact someone who made arrangements for a plane to fly to Kapanga. Buttermore and others scraped out a landing field 3,000 feet long so the DC3 plane could land. It took 26 missionaries to the coast. By this time, there were about 500 of them in Kapanga.

Later, a Globemaster plane arrived and took 200 men to Salisbury, capital of Southern Rhodesia. It came back

and took Buttermore and 200 others out.

"When we arrived at Salisbury," Buttermore said, "we found that the whole town had organized itself into a gigantic reception committee. They found food and lodging for all of us, taking care of as many as 200 a day while we were waiting for transportation out of Africa."

About 2,000 natives of the Lunda tribe were at the Kapanga airport when the men left on a flight which took them to Johannesburg, Rome, Germany, Holland and the United States.

What about the thousands of natives at the field when they took off?

"They were cordial," Buttermore said. "They shook hands with us."

"Well, some of them did."

## Begonia Society

San Miguel Begonia society will meet Wednesday, August 3, at 8 p.m. in the Youth Center, Lemon Grove.

Mrs. Ferris Jones, president, will conduct the business meeting, and Mrs. Jack Brook, vice president, will present Mr. C. Hardin, of San Diego, who will demonstrate grafting cacti and succulents.

## GOD'S MINUTE

REV. H. C. BAKKEN

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SCOUT CAMP — Thousands of Boy Scouts, Explorers and Cub Scouts camped out this past weekend in the county in several locations. Above, two San Diego Scouts tie flagpole in place at camp along Federal Blvd. at the northwestern edge of Lemon Grove. —Staff Photo



Registrations for San Diego's first resident camp for handicapped children are now being accepted, according to Mrs. John Moler, director of San Diego Girl Scout Council. Camp Safari will operate three five day sessions on the Girl Scout headquarters site in the Richmond st. canyon, between Upas st. and the Cabrillo Freeway. Dates of the sessions are: Aug. 8 through 20, for the mentally retarded boys and girls, 6 to 20 years of age; Aug. 15 through 20 and Aug. 22 through 26, for physically handicapped boys and girls, 6 through 20 years of age. The fee is \$30 per session. Campership funds are available in case of need. Staff for the camp will include registered nurses, therapists, trained social workers, and other experienced in working with "exceptional" children. Men counselors will work with the boys' groups. Register your girls and boys now, urges Mrs. Moler. Girl Scout membership is not required for attendance. To obtain further information and registration forms, call or write Girl Scout headquarters, 1231 Upas st., San Diego 3, Calif. (phone CY 8-8391). Registrations for any of the three sessions must be in no later than July 29, Mrs. Moler said.

Sixteen Boy Scouts of Troop 325, accompanied by Scoutmaster Roy Cones, assistant Scoutmaster Brink Sellers and Pete Wolf, camped out the weekend of July 4 at King Creek Ranch. The boys participated in swimming, canoeing, fishing and archery. All the boys qualified in a five-mile hike, which ended at a garnet and a gold mine. It was discovered there are several sharpshooters in the group because of the many qualifications on the rifle range. On the fishing trip one Scout caught two 1 1/2 pound bass. Scoutmaster Roy Cones said he was well pleased with the campout and congratulated the

boys on their behavior. —  
Spring Valley Neighborhood, District 10, of Girl Scouts has scheduled Aug. 1 through 12 as the annual Day Camp for Brownies and Intermediate Girl Scouts. The camp will be held on the LaSalle Estates, just off Bancroft dr., between Lamar and Olive drives. Registrations are limited, said Mrs. Lorene Perkins, Neighborhood chairman. Registrations should be mailed in immediately to Girl Scout headquarters, 1231 Upas st., San Diego 1. For further information call Mrs. Perkins at HO 9-9142.

Cub Pack 329 recently held a campout in the Jacumba mountains and everyone had a wonderful time, reports Cubmaster Jack Leazy. The "Little Indians" also held their pow-wow and all received Indian names: Den 1, (Cheyenne tribe) Chief Grey Wolf—Ronnie Gilgo; Den 2, (Creek tribe) Chief Standing Bear—Melyin Sargent; Den 3, (Onida tribe) Chief Running Elk—Alex Pacheco; Den 4, (Choctaw tribe) Chief Little Beaver—Jackie Leazy; Den 5, (Sioux tribe) Chief Flying Eagle—Donald Albee; Den 7, (Seminole tribe) Chief White Thunder—Steve Ethelton. Others were Indian warriors, Black Hawk—Jim Winder; Swift Water—Steven Scarlett; Lone Pine—Jim Crosswhite; Crooked Arrow—Richard Boston; Rain Cloud—Geary Kennedy; Straight Arrow—Dennis Brazell; and Red Fox—John

### Cochran's Wins Title in Pony League

The close of the 1960 season of the Lemon Grove-Spring Valley Pony League, found the Cochran's Record Den team in first place.

Other team standings were: Summers Sporting Goods and Valley Pharmacy, tied for second; Central Federal Savings, third; Lemon Grove Lions and Brown and Associates, tied for fourth; Lemon Grove Merchants, fifth; and Lemon Grove Sporting Goods, sixth.

The All-Star games are scheduled for August 5-8 at the Helix High School diamond.

Here are the scores for the last week of playing.

July 18—Brown and Associates 10, Lemon Grove Lions 1. Winning pitcher was Sabo. Sandstrom and Dobbs of the Brown team collected one home run each. Edwards of the Lions also got a homer.

July 19—Cochran's Record Den 9, Summers Sporting Goods 3. The winner on the mound was Vandenthuyssen.

July 20—Lemon Grove Merchants 4, Central Federal 3. Fowles was the winning pitcher and his team mate, Westover, got the only homer of the game.

July 21—Cochran's Record Den 5, Brown and Associates 2. Funk was the winning pitcher. The losing pitcher, Sabo, allowed three hits and struck out 13 men.

July 22—Valley Pharmacy 8, Lemon Grove Lions 5, with Hammett as the winner on the mound. It was a nine inning game. The Lions were ahead until the fifth inning when Lubic of the Pharmacy team was on third base and stole home, tying the game. Then in the ninth inning, with two men on base, Pete Byrne of the Pharmacy team knocked the ball over the fence to win the game.

July 23—In the first game of a double-header, it was Summers Sporting Goods 9, Valley Pharmacy 6. Baggett, who was the winning pitcher, also got a home run as did two of his team mates, Clark and Woods. In the second game, it was Lemon Grove Merchants 8, Lemon Grove Sporting Goods 4, with Stevens being the winning pitcher. The Merchants got two homers, one by Westover and the other by Moen.

Carroll.

Pack 329's swim program started June 20 and the first group soon finished their lesson, with all the boys qualifying. The Cubs are being taught by Mrs. Lorene Malek, at the Leazy pool on Helix st. Mrs. Malek has taught many boys in Pack 329 as well as many Brownies in the area.

There will be election of officers for Pack 329, sometime in August. Cubmaster Leazy has made arrangements for the "Little Indian" dancers to appear at parades and other activities in San Diego and other nearby counties.

TRUCK TUNNEL  
Unusually functions of College Grove stores are kept out of sight by a three-block-long truck tunnel running under the entire length of the Center. All deliveries, shipments and trash collection is handled through the truck concourse.

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## Lemon Grove Little League Snags District Championship

Lemon Grove Little League was host last week to the Area 42 leagues—and walked off with the championship.

Lemon Grove plays National City American for the district championship at 2:30 p.m. this Saturday at the Twin Hills diamond. The winner of that game will go to the sectional tourney at ElCajon, which starts August 5 and ends on August 6.

Thursday, the Southeastern team drubbed San Diego American, 11-2, and Twin Hills nine-

put the Skyliners down, 9-6. On Friday, Southeastern trounced Encanto, 8-0, and Lemon Grove bounced out to a 7-0 lead over Twin Hills in the first inning and won the game 8-1 behind the two-hit pitching of Alan Stout. Catcher Miller smashed a homer in the third.

On Saturday in the area finals, Southeastern and Lemon Grove battled it out for the championship.

In the first inning a single, by second baseman Gibbs, and

two walks produced a run for Southeastern. Lemon Grove didn't tally.

In the second inning southpaw pitcher Eddie Ikeler struck out the side with 12 pitches and in their half, Lemon Grove exploded with 6 runs when Freddie Knight started it off by pounding a home run over center field fence. After singles by Carroll and Ikeler and a walk by Stout, Schneider cleaned the bases with a solid smash down the first base line to the fence.

Lybrand walked and scored behind Schneider on catcher Miller's single and Lemon Grove led 6-1 after two innings. Southeastern stormed back left field by winning pitcher Tom Carson.

Lewis reached base on a fielder's choice and Gibbs clouted a home run out of the park. In the fourth, Southeastern relieved the mound and set the scored three runs before Carson next three batters down in order. No Southeastern boy reached base after that.

In the bottom of the sixth, with the score tied 6-6, Lybrand singled, then stole second and third and scored the winning run on a line drive single to left field by winning pitcher Tom Carson.

### All-Stars Battle At Breedlove Field

Three Little League All-Star games were played over the weekend at Breedlove Field on Sweetwater Spring Blvd. These games were playoffs for Area 1, District 41.

Thursday's game—Valley de Oro 7, El Cajon Americans 3. The winning pitcher was Jack Lucas. Valley de Oro got 7 hits and El Cajon 5. The star of the game was Tom Jennings, who got three home runs in three times at bat, driving in six runs. Tom Neilson of the Americans also got a homer.

Friday's game between the Cajon de Oro All-Stars and the El Cajon Western team, resulted in a score of 2 to 0, with El Cajon the winner. Winning pitcher was Steve Bergman, who pitched a no-hitter. He also got two home runs.

In the Saturday game, it was El Cajon Western 7, Valley de Oro 3. Winning pitcher was Charles Dohrmann, who got a home run. Two of his team mates also got homers, Joel Rakow and Gilford Meachum.

The lone homer for the VDO team was knocked out by Tom Jennings, who has quite a record at bat and in the field.

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Kiddies (and grownups too) will be riding the merry-go-round this week when the circus comes to Lemon Grove. They'll be on other thrilling rides too, and they'll eat cotton candy and see the circus acts. In the photo above can be

seen the merry-go-round in the foreground, with the midway stretching along the upper right part of the picture—and the circus itself at the top.

## Along Sweetwater Road

News of Spring Valley Estates, Mt. Miguel Terrace and La Presa

**By Elaine Horowitz**  
Chief Yeoman Leonard Larson, 1628 Enfield ave., Spring Valley, a veteran of 18 years with the navy, was among those injured aboard the destroyer Ammen at the time of its collision with a sister ship, the Collett.

"My husband was very lucky," said Mrs. Larson, after calling him aboard a hospital ship in Long Beach. He sustained head injuries, but assured his wife they were minor and he's doing well.

### Little League

There are still some openings in the Spring Valley Little League for boys 10-12 years of age. Parents of boys in this age bracket, interested in having them join, can call Jim Jordan at HO 3-0616.

### Men's Softball

The newly formed Men's Softball Team of Spring Valley played their first game at Avondale School against the Chula Vista team and lost 8-6. If you'd like to join the team, call Bill Simmons at HO 3-9686.

### Midget Races

Barbara and Windy Layne, of the Streamline Plumbing and Hardware co. on Sweetwater rd., called to pass on information about the 1/4 and 1/2 midget races that take place on Friday and Sunday evenings at 8 p.m., at the Southeast corner of Gillespie Field.

There is no admission charge, and it sounds like fun just to watch, or to join in as Barbara, Windy and their three sons do.

### Meet Your Neighbor

Meet Betty and Roy Westphal. They met in Vallejo, Calif., were married in Reno, Nev., and moved to San Diego in 1957, with their three sons, Bonny, 9, and Roddy, 8, who play in the Spring Valley Little League, and Mike, 6, who watches and cheers his brothers, and looks forward to being old enough to play.

Betty was born in Vallejo, is

adult education chairman for the Avondale PTA, and a faithful spectator at Little League games.

Roy was born in Susanville, is service manager of the Lemon Grove Tire co., and a coach for the Little League.

They both enjoy square dancing, taking week-end trips with the boys to such places as Disneyland and Knott's Berry Farm, their home and their community. Betty expressed the feeling of so many others when she said "We're proud to live in Spring Valley, and have our boys grow up here."

### Complaint Dept.

The main complaints so far, in the community, have to do with children, cats and dogs at play.

There is both humor and sadness in this situation, which could be controlled so easily. The sadness is for the children who are allowed to roam unsupervised, dashing across streets at will, completely ignoring the speeding cars and bicycles, who in turn seem to be almost oblivious to the children; who bring havoc to others by destroying plants so lovingly planted and tended for months, because of a whim; who have caused near accidents by throwing rocks at passing motorists, because they are bored and any excitement is worth the punishment received.

The humor, if you can see it, is because the majority of those complaining about dogs and cats interloping on their property, are those who "only allow their dogs and cats to roam at night."

We're fortunate in that the instances are few, but the one child that can be saved from harm of mind or body is important to all of us, and the one plant that can be saved is important to each of us. The remedy, so simple really, perhaps too simple for this age of profundities, but one that has worked for ages. Teach and learn and practice to "Do Unto Others As You Would Have Others Do Unto You."

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## Odd Fellow's Lodge To Hold Meeting

Mesa Jewel Rebekah Lodge 409 of The Independent Order of Odd Fellows will meet on Wednesday evening at 7:30 p.m. in the Levy Bldg., 8263 La Mesa Blvd. Mrs. William Hall, Noble Grand will preside, assisted by Mrs. Paul Hoss, Vice Grand.

Mrs. Doyle Childers, District Deputy President of District No. 54 of the Rebekah Assembly, will make her official visit and will be accompanied by her Grand Marshal, Mrs. Roland

Herson. Mrs. Fred Bono and Mrs. Carl Rosso are general chairmen for the party that will follow in the banquet room.

The lodge's annual Bar-b-que chicken dinner will be held on Sunday August 7 from 12 noon until 6 p.m., at the home of Mr. and Mrs. Guy Martin, 326 So. Anza st., El Cajon. Mrs. Alan Moss is co-chairman, and those assisting are Mesdames William Hall, Edward Echenroth, Earl Graham, Louis Lyng, Carl Rosso, Kenneth Marquist, Harvey Webber, Ruth Chard, Pennelle Adams, Marie Fish and Madge Huber.

Reservation may be made with any of the committee or officers. All Rebekah's, Odd Fellows, and friends are invited to come. Proceeds will assist with the philanthropic work of the Order.

## Dinner to Honor Newlyweds Here

A potluck dinner will be sponsored by the Mothers Circle of the Lemon Grove chapter of the Order of DeMolay in honor of Mr. Carl Caywood and his bride of recent weeks. Mr. Caywood is the financial advisor for the chapter.

The festivities will be held at the home of Mr. and Mrs. William Selenek, 2641 Bonita st., Lemon Grove, at 6:30 p.m. on Saturday, August 6.

## Card Party

The Spring Valley Woman's Club will have its monthly card party Wednesday at 1 p.m. in the Spring Valley Chamber of Commerce hall, 9050 Memory ln. Donation will be 50 cents a corner. Refreshments will be provided. Mary Belscher, Hazel Clark and Dorothy Green will be in charge of the party.

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## What's Doing in the PTA

The ladies of Vista La Mesa PTA are invited to go to the school on Tuesday of each week from 12:30 to 4:30, Room 10 for the rest of the summer to sew articles for the Halloween bazaar. Mrs. E. E. Villarino is the chairman in charge.

Mrs. C. S. Williams, Mt. Helix PTA Council president, has been notified by the Ninth District PTA office advising that a gold ribbon has been awarded Golden Avenue PTA for its 1959-60 publicity record book. Mrs. M. S. Cooper was book chairman and now shares the honors with eight of the 19 PTA's in the council which received the award.

Tentative plans are in the making for the annual September 14 workshop conducted by the Council, with Mrs. Williams and Mrs. George Cadwalader supervising. Mrs. Cadwalader, council chairman for the recent sale of County Fair tickets, announced \$569.50 as the final figure, with 5 per cent of the proceeds to be used by the San Diego Dental Health Clinic throughout the county, benefiting the children.

Monterey Heights PTA officers and chairmen will be entertained at a luncheon Friday noon at the home of Mrs. Vernon E. Linden, president.

The Golden Avenue PTA program committee met recently to discuss programs for the

coming year. Those present were Mrs. R. L. Gutshall, president; Mrs. Carl Taylor, first vice president and program chairman; Mrs. Orville Reese, honorary life chairman; Mrs. A. J. Long, publicity; and Mrs. Evelyn Lauritzen, principal.

A cook-out for all parents and teachers will be held in September and families will prepare their dinners in the school yard, getting acquainted as they do so. Following this, school faculty and PTA board members will be introduced.

Another first for Golden Avenue PTA will be a tour in November to the audio-visual department of the education center.

## Local Births

RENDON, Manuel—1532 Skyline, Lemon Grove; July 6, 1960, girl; Grossmont Hospital. SPENCE, Keith—7558 Mt. Vernon, Lemon Grove; July 6, 1960, boy; Paradise Valley Hospital.

SUMMERS, Charles—2059 Imperial, Lemon Grove; July 10, 1960, girl; Paradise Valley Hospital.

MICHAELIS, William—931 Paraiso, Spring Valley; July 11, 1960, girl; Paradise Valley Hospital.

HALE, William—1501 Enfield, Spring Valley; July 11, 1960, boy; Paradise Valley Hospital.

MASTERFIELD, Ronald—8830 Kelburn, Spring Valley; July 7, 1960, boy; Grossmont Hospital.

MICHELIE, Robert—8145 Helm, Lemon Grove; July 7, 1960, boy; Grossmont Hospital.

STEWART, James—3835 Costa Bella, Lemon Grove; July 10, 1960, boy; Grossmont Hospital. CORNS, Marvin—3265 Helix, Spring Valley; July 11, 1960, boy; Grossmont Hospital.

THOMPSON, James—8844 Innsdale, Spring Valley; July 11, 1960, boy; Grossmont Hospital.

DEMLING, Frank—1852 Primera, Lemon Grove; July 12, 1960, boy; Grossmont Hospital.

ELY, Calvin—3640 S. Cordoba, Spring Valley; July 14, 1960, boy; Grossmont Hospital.

TINGLE, William—10194 Ramona, Spring Valley; July 15, 1960, boy; Grossmont Hospital.

LaSALLE, John—3155 Central, Spring Valley; July 18, 1960, boy; Grossmont Hospital.

COOK, John—8209 Blossom Spring Valley; July 19, 1960, girl; Grossmont Hospital.

HOBBES, William—9174 Rose-dale, Spring Valley; July 20, 1960, girl; Grossmont Hospital.

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## LM United Presbyterian

The Rev. Eugene Elsdon will preach the sermon at both the 9:30 and 11 a.m. services, July 31, at the La Mesa United Presbyterian Church, 4426 Harbison, La Mesa.

The women's sewing group under the leadership of Mrs. James Murphy, will meet at 9:30 a.m. Wednesday, August 3.

At 7:30 p.m. August 2, the board of trustees will meet in the Fireside Room.

The evening of July 31, the Rev. Elsdon and Mr. Paul Ward will leave for Pacific Palisades to attend a leadership training class. They will return Aug. 7.

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<b>STARLINER</b> 2 DR. HARDTOP	\$2868.00	\$2328*
<b>FAIRLANE 500</b> 4 DR. TOWN SEDAN	\$2646.00	\$2211*
<b>WAGON</b> 4 DR. RANCH WAGON	\$2926.00	\$2404*
<b>FAIRLANE</b> 4 DR. SEDAN	\$2569.00	\$2124*

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**SPEARS FORD**

7220 Broadway at Massachusetts

Lemon Grove

HO 96141

Red To be At G

Red an striking rie's, thir dren's sh at Colleg Robert and owne ter for candy str ried out as well wrapping Largest operation rie's Chil clothing and teen robe plan chases ar Manage branch, w persons, Guthrie s "In orde with the merchandi a series o buy, low Guthrie a Founde has an E West Mal Beach sh A reside rie lives a

Danny To Ma Beauty

Danny with a d beauty sal years, wi branch sh Stylists at ter. Brad Ocean, R Beach. He has for 35 year Appointm by Charles owner of San Diego Loma, C City and L The 20x6 shop, one San Diego operators, shaping, h and perma Shop hou a.m. to 11 p Friday, and on Saturda Slough, first salon plays 50 o His salon's 149 hairsty to date, 36 Color m Grove salon chairs and cinnamon dressing t services wi nearby Par The \$28 n Center is co shops and which will opening cen August 25,



## Grand Opening on Grand Scale Marks Walker Scott Festivities

A grand opening on a grand scale was slated for Walker Scott's new store at College Grove Center this Thursday at 9 a.m., according to plans revealed by George A. Scott, president of the Walker Scott Co.

More than 50 persons were to simultaneously cut a ribbon nearly 2,000 feet long, extending completely around the new store.

Mayor Charles C. Dail, S. Falk Neilsen, president of the San Diego Chamber of Commerce, L. R. Folda, president of the Lemon Grove Chamber of Commerce, and many other community leaders were to participate with Walker Scott officials in the ceremonies.

Dedication of the Ann Downie Scott Memorial Symphonic Carillon was to be a highlight of the grand opening ceremonies. The carillon, which will be dedicated to the memory of George A. Scott's mother, is a duplicate of the instrument at the chapel of the United States Naval Academy, and is a permanent part of the new store.

Special commemorative music will be played for the occasion by Albert Hay Malotte, composer of the famed vocal arrangement of "The Lord's Prayer." For the first public hearing of the carillon, Malotte will play his new song, "I Am Proud To Be An American." The song will then be sung by Walter Ekard, to Malotte's accompaniment.

Included among the 57 persons scheduled to cut the giant ribbon around the Walker Scott store are officials of the Walker Scott Co., representatives of the "store family," officials of College Grove Center, religious leaders of San Diego County, members of the Scott family and private individuals from the community immediately surrounding the center.

Remarks in commemoration of the opening of the Walker Scott store and of the College Grove Center will be made by Mayor Dail, L. R. Folda, and George A. Scott, president of the Walker Scott Co.

The invocation will be said by the Most Reverend Charles F. Buddy, Catholic Bishop of San Diego, and the benediction by Rabbi Morton J. Cohn of Beth Israel Temple. Dr. William D. Livingstone, pastor of the First Presbyterian Church, will give the prayer at the dedication of the carillon.

The grand opening of the three-level Walker Scott store comes as the climax to a week-long series of events. It is preceded by the All Faiths Benefit Previews July 25 and 26, and a Promenade Concert-Preview by the San Diego Symphony July 27, in which San Diego religious and cultural life were to benefit by as much as \$50,000.

Immediately following the opening ceremonies, the new \$7-million store will be open for regular business.

The new Walker Scott store third in the company's growing group of stores, is largest of the 65 stores in College Grove Center. It is the culmination of 10 years planning and 8 years of active preparation, which began with the purchase of the 70-acre College Grove site by George Scott. The store and center have been more than two years in building.

The grand opening ceremonies will be staged at the west entrance of the new Walker Scott store. Above the platform the 2,000-foot ribbon which surrounds the store will be tied in a bow, which itself contains 150 yards of ribbon.

More than 100 guests of honor will be seated on the platform. Seating will be provided for an audience of more than 600 persons.



**GREAT 5¢ STORE** — The new Woolworth's store in College Grove Center can trace its beginning to a memorable day in June, 81 years ago, when the "Great 5¢ Store" opened in Lancaster, Pa., with seven clerks on duty to help Frank W. Woolworth place in the hands of customers \$128 worth of items, not one of which was priced above a nickel. This tiny corner store measured 14 feet by 34 feet.

Today, many thousands of men and women are engaged in helping F. W. Woolworth Co. buy and sell thousands of items, ranging in price from the traditional nickel to approximately \$100 in modern stores which include the College Grove store with its 26,000 square feet of space in a two-level structure.



Ed Gentner

## North Park Man Named Woolworth Manager

Ed Gentner of San Diego, formerly manager of the F. W. Woolworth store in North Park, has been appointed manager of the new Woolworth store in College Grove Shopping Center Sixth in the San Diego area the new store is second in size only to the downtown store.

The two-level structure will have a total area of 26,000 square feet, including selling area and stockroom. The sales area alone accounts for 18,000 square feet. It will be completely air-conditioned with the most modern fixtures available.

The new Woolworth store will employ 45 persons, and will feature a large ready-to-wear department, covering a wide selection of women's, children's, infant's and men's wear. There will also be a garden shop, with a complete line of gardening supplies, and a 42-stool lunch counter.

Gentner, a Woolworth employee for 27 years, managed the North Park store for the past nine years. Prior to that time,

he served in Oakland, San Francisco, Berkeley and Santa Cruz.

The new store, which will be decorated in yellow and green pastels, is one of more than 180 Woolworth stores along the Pacific coast.

Replacing Gentner at the North Park store is Raymond E. Sittig of Coos Bay, Oregon who joined the company in 1948.

### Free Parking Available at College Grove

Plenty of meter-free, off street parking is available at College Grove Center, all within easy walking distance of Center stores. Six thousand cars can be accommodated at any time on free parking lots which surround the shops on both levels. This is equivalent to a daily circulation of 36,000 cars.

## Moving Sidewalks To Save Steps For Shoppers

Designed to save the College Grove shopper time and effort and eliminate possible congestion, "moving sidewalks" are installed at the regional shopping center to carry customers to and from the upper and lower levels.

A unique feature of the moving ramp is the fact that it can accommodate baby strollers and shopping carriages. It consists of two moving conveyor belts, 30 inches wide, which will accommodate as many as 7,200 shoppers per hour, elevating them 16 vertical feet over a distance of almost 75 feet.

William P. Elser, president of Elser Elevator Co., which installed the speedramp, stressed the fact that the new "moving sidewalks" offer the utmost in safety and ease of entry and departure. He said that speedramps have carried millions of passengers with perfect safety. There is none of the passenger uncertainty often present in other types of conveyors with articulating surfaces, which break at the loading point or flatten out underfoot at the discharge end, he said.

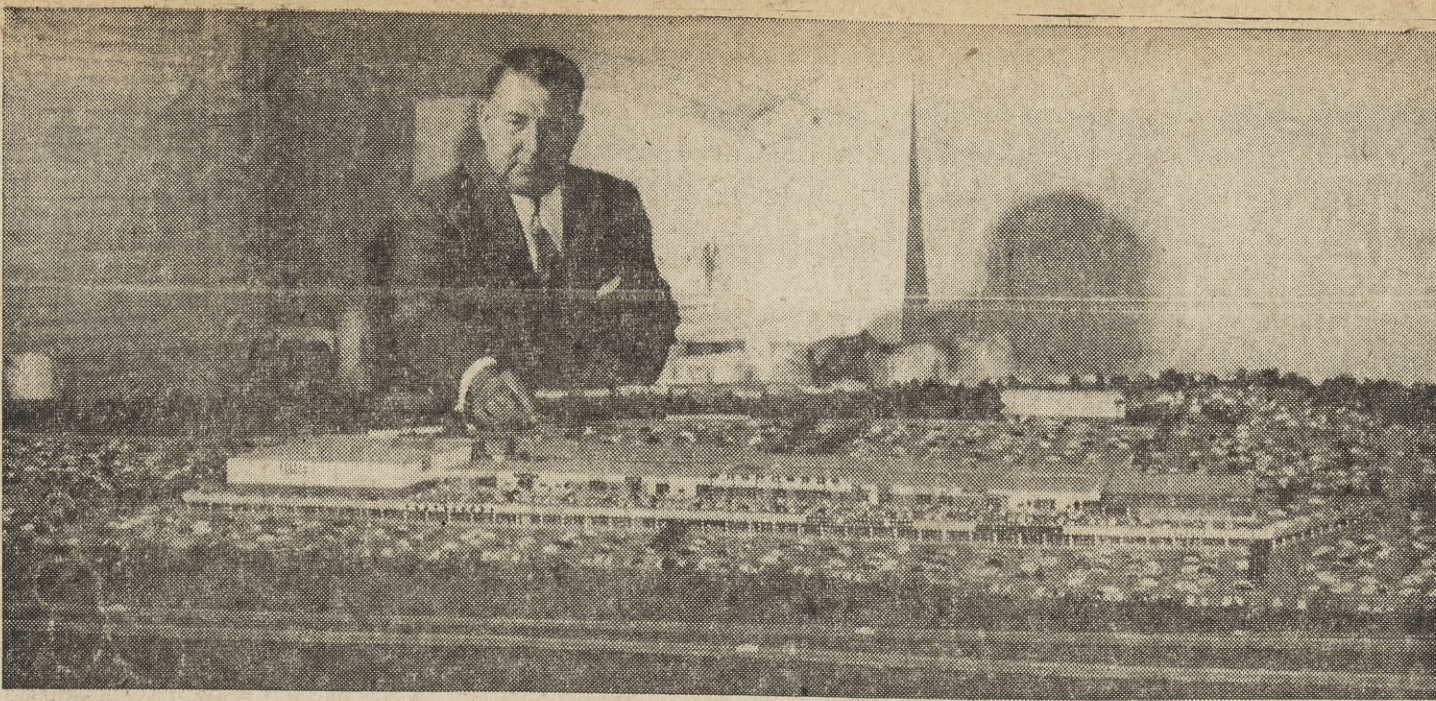
As proof of their universal acceptance, Elser said that a similar speedramp, longest in the world, was put into use last week at the world-famous San Diego Zoo.

In addition to "moving sidewalks," eight escalators will also be used in three of the largest stores at the Center.

### Special Flags Wave Above Grove Center

College Grove Center has leeked its upper level parapet with a colorful array of 27 specially designed College Grove signature pennants to add eye-catching beauty to the area's first regional shopping city.

Bearing the typical CG symbol done in the Center's official colors of orange and black, the pennants measure 3x7 feet and flutter from 15-foot poles. Twenty-two are located on the upper parking deck parapet, while five wave from the side parapet.



**SCALE MODEL** — Mervin L. Blum, general manager of College Grove Center, points out features of interest of San Diego county's first regional shopping city on a small scale architectural model of the Center, prepared by John Graham & Company, New York and Seattle architectural and engineering firm, experts in shopping center design.

Complete with 60 stores and shops and tiny cars in the spacious parking areas, the unique model breaks down for easy shipment. It will be on display at College Grove Center when one-third of the stores open their doors July 28.



R. W. Guthrie

## Red and White To be Motif At Guthrie's

Red and white stripe is the striking color motif at Guthrie's, third in the chain of children's shops, to open July 28 at College Grove.

Robert W. Guthrie, founder and owner of the fashion center for youth, says that the candy stripe idea is being carried out in store front decor, as well as salesgirls' smocks, wrapping paper and bags.

Largest children's specialty operation in San Diego, Guthrie's Children's Shops feature clothing for the younger set and teens, layette counseling and student and teenage wardrobe planning. All gift purchases are wrapped free.

Manager of the College Grove branch, which will employ six persons, will be named later, Guthrie said.

"In order to acquaint people with the store and our fine merchandise, we are planning a series of outstanding special buy, low-price selling events," Guthrie added.

Founded in 1951, Guthrie's has an El Cajon store at 135 West Main, and an Ocean Beach shop at 1918 Cable.

A resident of El Cajon, Guthrie lives at 939 Laguna.

## Danny Bradshaw To Manage New Beauty Shop

Danny Bradshaw, formerly with a downtown San Diego beauty salon for the past 10 years, will manage the new branch shop of Charles Hair Stylists at College Grove Center. Bradshaw lives at 2985 Ocean, Front Walk, Mission Beach.

He has been a local resident for 35 years.

Appointment was announced by Charles Slough, founder and owner of six other salons in San Diego, La Jolla, Point Loma, Clairemont, National City and La Mesa.

The 20x60-foot College Grove shop, one of the largest in the San Diego area, will employ 14 operators, specializing in hair shaping, hair styling, tinting and permanent waving.

Shop hours will run from 9 a.m. to 11 p.m. Monday through Friday, and 8 a.m. to 5:30 p.m. on Saturday.

Slough, who established his first salon 11 years ago, employs 50 operators at present. His salons have won a total of 149 hairstyling trophy awards to date, 36 of them by Slough.

Color motif in the College Grove salon will feature beige chairs and beige floors with cinnamon walls and cinnamon dressing tables. Baby sitting services will be available at the nearby Park-a-Tot nursery.

The \$28 million College Grove Center is composed of 60 stores, shops and restaurants, some of which will open July 28. Grand opening ceremonies are set for August 25.

## College Grove Shopping Hours

Following are unified store hours which College Grove merchants will observe:

Monday	12 noon to 9 p.m.
Tuesday	9:30 a.m. to 5:30 p.m.
Wednesday	9:30 a.m. to 5:30 p.m.
Thursday	9:30 a.m. to 9 p.m.
Friday	9:30 a.m. to 9 p.m.
Saturday	9:30 a.m. to 5:30 p.m.

On Saturday, July 30, College Grove shops will remain open from 9:30 a.m. to 9 p.m.

## Newberry's Shows Progress In New College Grove Store

Newberry's of College Grove is a far cry from the first store J. J. Newberry opened nearly 50 years ago in a small town in Pennsylvania, according to J. H. Paget, who will manage the new shopping center store.

The new store manager has been with the Newberry organization for 25 years, operating stores in Torrance and Salinas, California.

One of the largest Newberry stores in the country, the two-level structure in College Grove covers 59,000 square feet. It will employ more than 300 persons in 54 individual departments. Paget said it will be one of the most modern of junior department stores, with see-through display windows.

Escalators are located in the corner of the building instead of the middle as a customer convenience in traveling to and from the mall level. The interior of the store will be decorated in multi-colors, with light-colored posts and recessed lighting. The store will be fully air-conditioned.

A 42-stool snack bar will be located at the lower level, while a cafeteria with counter space

and tables will have a capacity of 150 persons on the mall level. Featured on the lower level will be men's, boys' and infants' wear, household items, hardware, notions, art goods, horticulture, sporting goods, as well as tropical fish and birds. The mall level will show ladies' and children's dresses and ready-to-wear items, hosiery, jewelry, stationery and many nationally-advertised prestige items. Newberry's will carry a tremendous line of piece goods, Paget added.

Founded in 1912, Newberry's today has grown into a chain of 480 stores serving all parts of the country. There are 85 buyers and executives in the headquarters office in New York. The Pacific Coast office is located in Los Angeles.

Normandie Hats, one of the 60 stores and shops comprising the \$28 million College Grove Center, is a new-type of popular-priced millinery store, which plans to open July 28 with a number of other shops, including the Walker Scott department store.

Mrs. Dorothy Clark of Long Beach will manage the College Grove store.

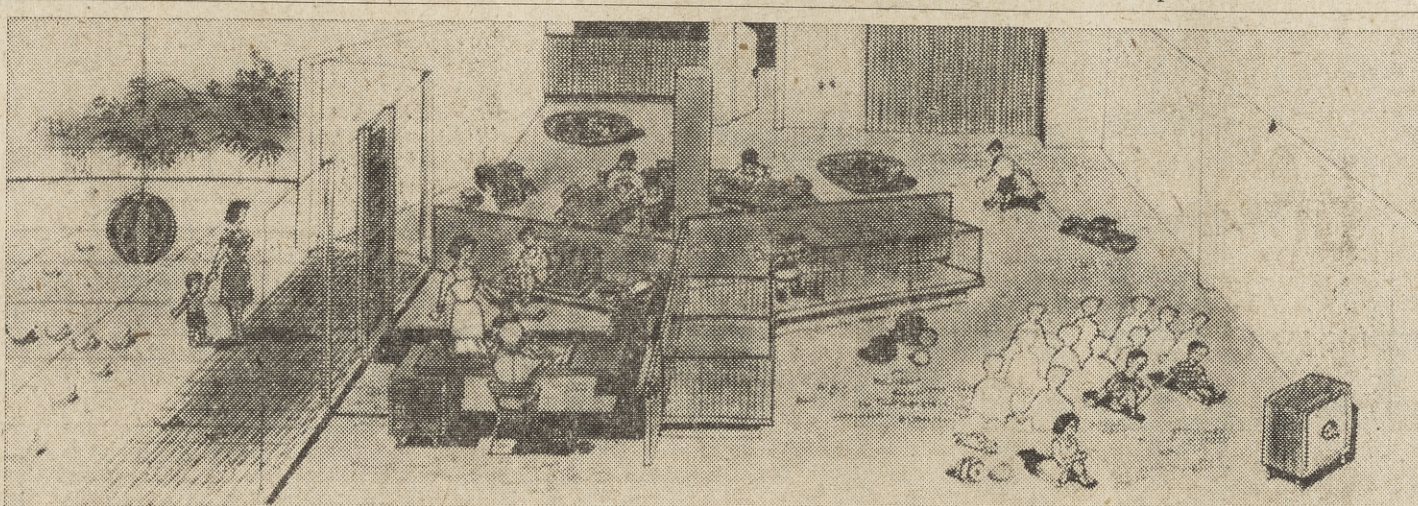
To create the proper atmosphere and surroundings, attention has been given to details which will appeal to customers. Store colors are La Sun Lemon and Flint Blue. A light confetti type of flooring will be used, while fixtures will be finished in light colors.

A large display of all of the most wanted styles, colors and materials within price range will be shown. Each hat is individually displayed, and the store is fully mirrored so that a hat can be tried on in almost any spot in the store.

Warm white tubes are employed in fluorescent fixtures, and lighting is further diffused with plastic grids to give a cosmetically correct and pleasing effect.

Warm white tubes are employed in fluorescent fixtures, and lighting is further diffused with plastic grids to give a cosmetically correct and pleasing effect.

**VANGUARD** Twenty stores and other businesses opening July 28, form the vanguard of the many other merchants who will open their shops later in the giant College Grove Center project.



**NO FRETTING** — The first Park-a-Tot in the country, where shopping parents can park their children, is the latest aid for mothers and merchants at College Grove Center. Centrally located, the unique children's waiting room occupies an area of over 2,200 square feet, with supervision provided by a trained staff of three, including a registered nurse in attendance at all times. All are schooled in routine



L. W. Patrick

## Security Bank Names L. Patrick Grove Manager

Lawrence W. Patrick, former manager of the North Clairemont branch of Security First National Bank, will manage the new College Grove branch, scheduled to open July 28. Joe H. Nichols will be assistant manager. Patrick lives at 2041 Wilbur, Pacific Beach.

The College Grove branch, 22nd in San Diego County, will employ seven persons. There are 235 branches in the state of California.

Patrick has been with the Security Bank since 1953, and for the past year has been assigned to the San Diego division headquarters, branch supervisor department. Born in Pueblo, Colo., he attended high school in California, graduating from Arizona State University in 1939.

The College Grove branch, covering approximately 5,472 square feet, will offer complete banking facilities, escrow and safe deposit departments, night depository, real estate loan services and trust counseling. Security First National Bank provided more than \$10 million in interim construction financing for the \$14 million project, and Equitable Life Assurance Society is the source of the permanent long term loan.

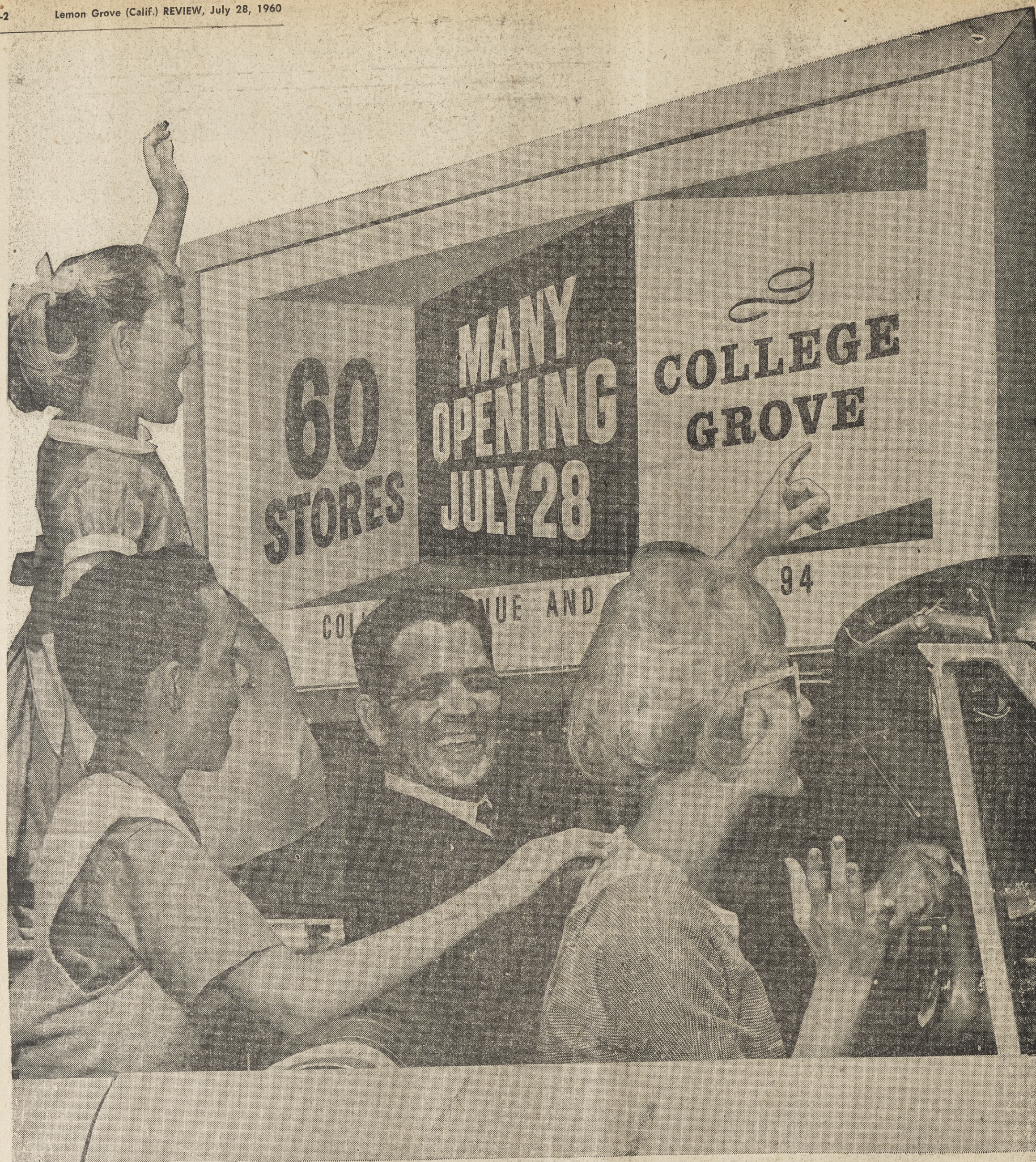
Patrick said that the bank will participate in all grand opening ceremonies on August 25, in addition to a special ceremony on July 28, when the branch will open for business along with a number of other stores and shops.

## Maintenance Chief Named

Harry Arnold of El Cajon has been appointed maintenance superintendent of College Grove Center, Mervin L. Blum, general manager, announced today. He will have charge of security patrol, which includes property security, traffic direction and employee parking. He will also supervise all maintenance of the Center's property, mechanical equipment and janitorial service.

entertainment as well as handling emergencies. During busy hours, educational majors from local colleges will help part time. Park-a-Tot permits mothers to shop at leisure, unhampered by youngsters, at the same time saving merchants the cost and annoyance of store breakage and lost children.





# "LET'S ALL GO!"

## MANY STORES OPEN THURSDAY! BARGAINS GALORE!

### EVERYTHING FOR EVERYBODY...every-

thing that's wonderful and new...in a completely new city-size shopping center! Glide up magic moving sidewalk lifts, stroll along 16 city blocks of stores with landscaped malls. Soon there will be 60 stores in all.

**FREE PARKING**...for 6,000 cars at College Grove! Convenient one-stop shopping with acres of free parking...and all the shopping variety of a big city!

**HOURS, FIRST WEEK**...Thursday, Friday and Saturday, 9:30 to 9:00 • Monday, 12 noon to 9:00 • Tuesday and Wednesday, 9:30 to 5:30.

# COLLEGE GROVE

COLLEGE AVENUE & HIGHWAY 94

### STORES OPENING

**JULY 28**

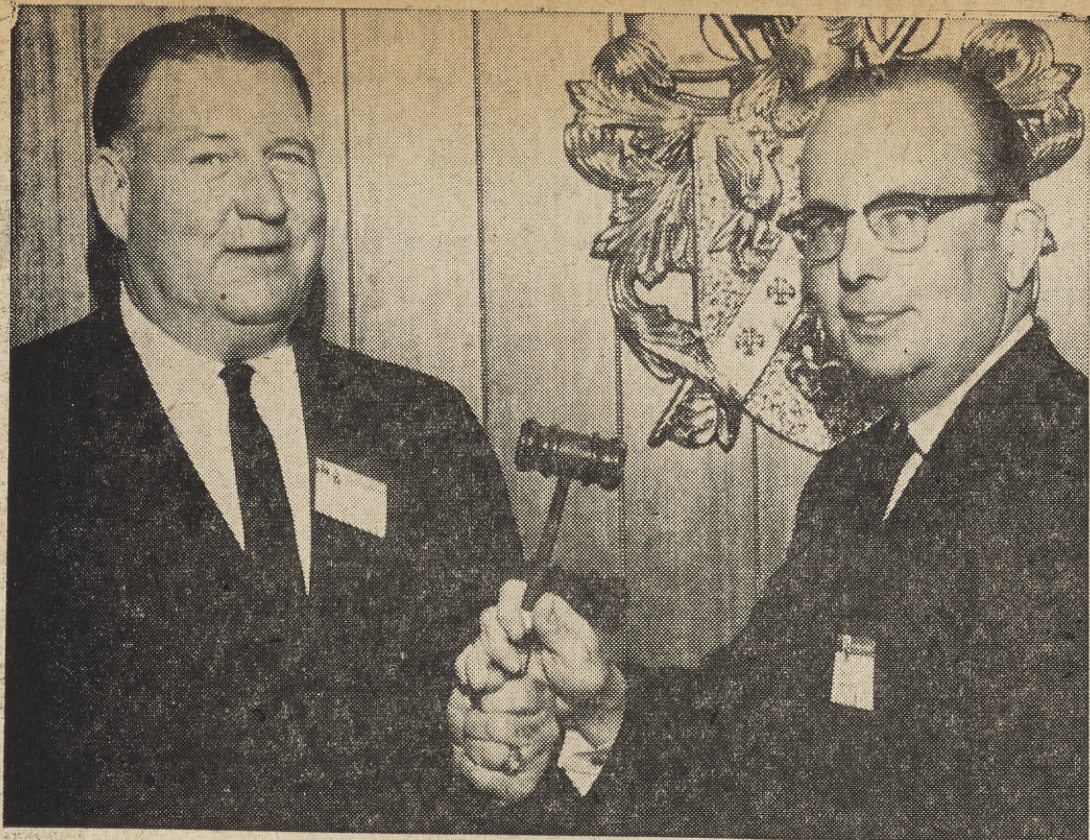
- C. H. Baker Shoes  
women's shoes
- Bishop's Sportswear  
women's sportswear
- Charles Hair Stylists  
beauty salon
- GallenKamp's Stores Company  
shoe store
- Guthrie's Youth Fashion Center  
children's store
- Himmel's Camera Shop
- Innes Shoe Company
- Lawson-Schiller Jewelers
- Leonard's Dress Shop  
women's apparel
- Morgan Appliance Service  
and Hobbcraft
- J. J. Newberry Co.  
variety store
- Normandie Hats  
women's hats
- Safeway Stores, Incorporated  
grocery store
- Security First National Bank
- Texas Liquor Houses  
retail liquor
- Union Oil Co. of California  
service station
- Universal Boot Shops  
shoe store
- Walker Scott College Grove  
department store
- F. W. Woolworth Company  
variety store

### STORES OPENING

**SOON**

- Accurate Lock & Key Service
- Bond Clothing
- Bulcao's College Grove
- Barber Shop
- Central Federal Savings & Loan
- College Gourmet  
delicatessen
- College Grove Carpets
- The Copper Penny  
restaurant
- Ellis Bros. Men's Store
- Firestone Stores  
tires & auto accessories
- Hartfield Stores  
women's apparel
- Helix House  
restaurant
- House of Fabrics
- Household Finance Corporation
- Jack's Shop for Men
- Karmelkorn  
confectioners
- Kay Jewelers
- Dr. King & Dr. Conlan,  
Optometrists
- Leed's Shoe Store  
women's shoes
- Long's Drugs
- Thom McAn Shoe Store
- Mode O'Day  
women's ready-to-wear
- Olan Mills Portrait Studio
- Orange Julius  
juice bar
- Park-a-Tot  
child care
- J. C. Penney Company  
department store
- Remer's Gifts With a Flair
- Save On Services  
shoe repair, dry cleaning,  
laundry pick-up
- Sheri's  
millinery and costume jewelry
- Vaughan's Children's Shoes
- Evelyn Wigton's  
women's apparel
- Zukors  
women's fashions





Mervin L. Blum, left, general manager of the College Grove Center and one of the 15 directors of the newly-formed College Grove Merchants Assn., is shown presenting the gavel to John Adlon, first president of the

## 'Regional' Shop Center Is Different

College Grove is known as a "regional" shopping center. How does it differ from the smaller community centers?

The International Council of Shopping Centers classifies shopping centers into three types: neighborhood, community and regional.

Largest type known, the regional shopping center has from 50 to 100 stores, including at least one department store, located on at least 35 acres of ground, with an immediate surrounding market of 100,000 people to support it.

The regional center differs from the small center in its tremendous size, planning concept and organization. It is designed to serve an entire geographical area, providing all the facilities found in any downtown metropolitan shopping area. With a completely balanced list of tenants, the regional center offers a new concept in one-stop shopping.

College Grove, located on a 70-acre site, comprises 60 stores, shops, restaurants and other businesses, with a floor area of 650,000 square feet. It serves a trading area of 50,000 families, or 161,000 customers.

The lazy man never works, the average man works all the time; and the brainy man gets the dough.

## Vaughn's Children's Shoes Opens in August

Vaughn's Children's Shoes, which will open a shop in College Grove Center soon, will feature a diminutive front door through which children can enter. The Dutch door, 4 feet tall and 2 feet wide, is an exact replica and adjacent to the conventional adult door.

The new store will be the third Vaughn shop in the San Diego area, supplementing the downtown and North Park stores. Managing the College Grove branch is Tony Snyder formerly of Glendale, who has been designing, manufacturing and selling shoes for over 30 years. He has purchased a home near the Center.

Vaughn's handles Pied Piper and private brand shoes, stocking the largest line of corrective shoes in San Diego County for children with foot defects. These are sold only on a doctor's prescription. E. V. Vaughn, owner said.

The interior of the College Grove store, as well as the other two stores, was designed and decorated by Vaughn's wife and son, Michael Dunham. Orange, white and gray predominate the color scheme, with a mural depicting a California orange grove on one wall. There is a special play area for children, with books, toys and a hobby horse.

Vaughn opened his first store at Sixth avenue and B street in 1957, after eight years with Chenkins. He has been in the shoe business since 1927.

## Texas Liquor Store Biggest in Area

Largest store of its kind in San Diego area, Texas Liquor Stores, Inc., occupies approximately 3,000 square feet at College Grove Center, according to A. J. Kahn, who founded the company in 1935.

Manager of the new College Grove store, which will feature partial self-service, is Jerry Griffin.

Forty are employed in the present chain of four retail stores, all of which are located in San Diego. Annual payroll is \$180,000, Kahn said.

## SAVE STEPS

A College Grove shopper can walk to the Mall, or upper level, in a few seconds, or he can use one of the several conveniently placed speedramps or escalators to save steps.

## MANY HOMES

More than 180,000 homes lie within 15 minutes' driving time from College Grove Center. Over 48,000 homes are found within a five-minute drive.



James B. Sampson

## Interim Manager Named by Gallenkamp Store

James B. Sampson, district manager of Gallenkamp's Shoes, will manage the new College Grove Gallenkamp store until a new manager is found to succeed the late Arnold Klarman, a vice president of the College Grove Merchants Assn., who died recently.

Sampson lives at 1379 Melody ln., El Cajon. Largest of its kind in San

Diego, the retail family shoe store will employ six full time and 10 part time employees and a cashier.

The College Grove store will have a color motif of buckskin and blue, and carry a complete stock of more than 25,000 pairs of shoes. Overnight delivery service will be available from the Los Angeles warehouse.

GallenKamp's has 237 stores in the United States, of which 130 are located in California. Founded in San Francisco in 1913 by A. Gallenkamp, the first store originally handled only men's shoes. Today a complete line of nationally advertised brands of shoes for the entire family is featured.

## Great Volume of Materials Used In Center

More than 24,000 cubic yards of concrete—enough to build a foot-wide walkway over the entire length of the Alcan Highway—were poured in the construction of the \$28 million College Grove Center, San Diego's first regional shopping city.

Nine hundred tons of structural steel were used. Over 1,500 tons of reinforcing steel were needed.

More than eight miles of pipe were installed, including 11,000 lineal feet of concrete pipe for underground utilities and storm drains, 4,000 feet of sewer pipe, 12,000 feet of soil pipe, 5,000 feet of steel and wrought iron pipe, and 10,000 feet of copper pipe.

Roof area of College Grove Center totals 286,500 square feet—equivalent to covering for 275 average homes. Total floor area is 650,000 square feet. More than 25,000 square feet of glass were used in construction of the Center.

Each College Grove store or shop features a different style front, varying from ceramic tile, ceramic veneer, marble, glass mosaic and pebble tile to brick veneer, granite and stone.

## College Grove Merchants Form Own Association

John W. Adlon, vice president of Walker Scott and general manager of the College Grove store, is president of the newly formed College Grove Merchants Assn., which coordinates the activities of its member store owners and managers. Adlon has had wide experience in retail merchandising.

The initial organizational meeting, attended by representatives of the Center's individual stores, shops and restaurants, was held late in June at Mission Valley Inn. Corporate by-laws were adopted, and a 15-man board of directors was chosen.

Three vice presidents were elected, including Sam Kalmans of Bond Clothing Company, Joe Ellis of Ellis Bros. Men's Store, and the late Arnold Klarman of Gallenkamp Stores, whose replacement has not yet been selected.

Paul Bishop of Bishop's was chosen secretary, and George Rye of Central Federal Savings was named treasurer.

Also serving on the Association's board of directors are Lester Himmel of Himmel's Camera Shop, G. C. Kish of Lawson-Schiller Jewelers, F. M. Stratten of Long's Drugs, Bill Morgan of Morgan Appliance

Service & Hobbycraft, J. H. Paget of J. J. Newberry, Tom Rykowski of J. C. Penney, Gene Mellon of Sateway, Ed Genter of F. W. Woolworth, and Mervin L. Blum of College Grove Associates.

# SECURITY BANK OPENING JULY 28 AT COLLEGE GROVE CENTER

Security Banking is now available to you at our new College Grove Branch.

We invite you to join us for "open house"... and to bank at Security where individuals, families and businesses will discover prompt, personal, modern banking services.

## 2,000 People To Staff Stores In College Grove

Approximately 2,000 people will be employed in the 60 stores, shops and restaurants comprising College Grove Center, according to Mervin L. Blum, general manager.

College Grove, located at the intersection of Highway 94 and College Avenue, is the county's first regional shopping center and 37th in the country. Grand opening is set for August 25, although a number of stores plan early openings July 28.

Employment will range from small shops hiring two or three salesmen to Walker Scott department store, largest single facility, which will have a staff exceeding 350 persons. The Newberry store, also opening July 28, will employ more than 100 persons in 54 individual departments.

"As College Grove becomes an active part of the local community, everyone in San Diego County will benefit from its far-reaching advantages," Blum said. "Besides providing fine merchandise, stores will increase employment and enhance property values. Greater income will be directed to the neighborhood by the many employed here, and thousands of San Diego families, who compose the Center's huge consumer market, will also add to local income. Demand for living near College Grove will protect the value of local property."

## Tons of Air Conditioning Installed at Grove Center

Literally tons of air conditioning were being installed at the huge multi-million dollar College Grove shopping center, as workmen rushed to complete construction projects for the July 28 preview opening of the big shopping complex at College Avenue and Highway 94.

Architects for College Grove, the John Graham Company, New York and Seattle architectural and engineering firm, designed the shopping city for customer comfort and, as a result, each small specialty shop as well as the larger department stores and markets at the College Grove center will be air conditioned for customer comfort.

Jackson and Blanc, Heating and Air Conditioning; University Mechanical and Engineering Contractors Company, Inc.; and Consolidated Air Conditioning, all San Diego firms, installed more than a million pounds of metal in a ducting maze that runs throughout the shopping center.

Don Pella, Jackson and Blanc job superintendent, explained that the number of tons of air conditioning necessary to cool a given area was equivalent to the number of tons of ice required to cool the same area. "Many of the larger stores at the center have air conditioning systems with 92 to 355 ton capacities," he said.

The Jackson and Blanc firm installed air conditioning systems in the Newberry's, Woolworth's and J. C. Penney stores among other shops, in the center.

Fred Kurshner, project engineer for the University air conditioning firm, said the 15-ton capacity air conditioning system in the Walker Scott department store would circulate the air in the 160,000 square foot store at the rate of 161,720 cubic feet per minute. "Sophisticated pneumatic Johnson Control thermostatic systems have been installed to regulate the system," he said.

John Powell, chief engineer for Consolidated Air Conditioning, said that temperature control in the various stores would be regulated by store managers but that temperature ranges would vary from 69 to 75 degrees. The Consolidated firm has installed systems in approx-



COLLEGE GROVE BRANCH

# SECURITY FIRST NATIONAL BANK

MEMBER FEDERAL RESERVE SYSTEM • MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





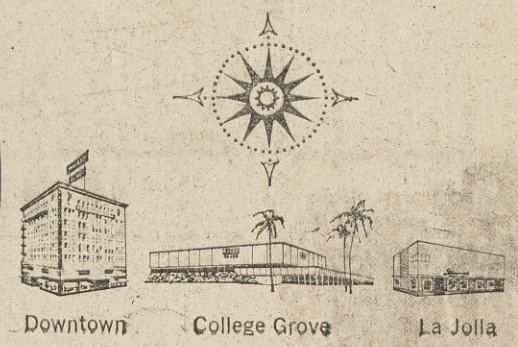
COME AT  
9 A.M.  
AND SEE THE  
RIBBON-CUTTING  
DEDICATION  
OF SAN DIEGO'S  
NEW  
DEPARTMENT  
STORE...  
3½ ACRES  
OF SPARKLING  
BEAUTY...

YET WITH THE SAME FRIENDLINESS INSIDE THAT YOU'VE KNOWN FOR 25 YEARS

# Walker Scott College Grove Opens TODAY!

You are invited at 9 a.m. to the unique Opening Ceremony at our wonderful new world of shopping, when the Ann Downie Scott Memorial Symphonic Carillon will be dedicated. Then a half-mile long ribbon, tied right round the store, will be cut by over 50 people at the same moment! We just can't wait to show you our splendid new store... the glass is sparkling, the silver is polished and the welcome mat is out! Shopping in our wonderful world will be an exciting new experience. It's a dream of modern planning, designed to make every visit an effortless, satisfying pleasure, where everything you need for your family and yourself is displayed in a setting more beautiful than any ever seen in San Diego. Yet a new store never felt so familiar, for our helpful policies and insistence on famous Brand Names are unchanged, and the same Walker Scott friendliness you know Downtown and at Stevenson's La Jolla, will make you feel at home at once.

We're proud to say "Welcome" to **THE FRIENDLY WORLD OF WALKER SCOTT.**



**COLLEGE GROVE** — Mon. 12-9; Tues. & Wed. 9:30-5:30; Thurs. & Fri. 9:30-9; Sat. 9:30-5:30.  
**STORE OPEN THIS SATURDAY TILL 9 P.M.**  
**STORE HOURS** ■ **DOWNTOWN** — Mon. 9:30-9; Tues., Wed. & Thurs. 9:30-5:30; Fri. 9:30-9; Sat. 9:30-5:30.  
■ **STEVENSON'S LA JOLLA** — Mon., Tues., Wed. & Thurs. 9:30-5:30; Fri. 9:30-9; Sat. 9:30-5:30.





BEAUTY TREATMENT — College Grove Center's 60 stores and shops are polishing up their faces these days. As construction on the Center swings into its final weeks, attractive store fronts are evident. All types of store fronts are featured, including ceramic tile, ceramic veneer, glass

mosaic, pebble tile, marble, stone, granite and brick. The Walker Scott department store is shown above, two weeks before the opening. Grand opening of the Center is set for August 25, according to M. L. Blum, general manager of College Grove.

## Paul D. Bishop To Manage Sportswear Shop

Paul D. Bishop of Mt. Helix, owner of two other sportswear stores in San Diego and La Mesa, will manage the new Bishop's Sportswear shop in College Grove, \$28 million shopping city of 60 stores located at the intersection of Highway 16 and College Avenue.

The College Grove store will specialize in ladies' sportswear and employ six persons, Bishop said. Mrs. Emma Tate, 5529 Stream View dr., San Diego will be floor manager.

Dark-stained wood fixtures, eggshell walls and gold carpeting have been selected for interior decoration and color motif. The floor area of the store is approximately 2,800 square feet.

Bishop's was founded in 1951 in La Mesa by the present owner. The La Mesa store is located 8304 La Mesa Blvd. Bishop's Campus Men's Shop is located at 5190 College Ave.

## La Mesa Named Manager of College Grove Safeway Store

Eugene R. Mellon of La Mesa, employee of Safeway Stores Inc., for 15 years, has been named manager of the new College Grove Safeway supermarket. The 33,000 square foot grocery facility has the largest square footage on one floor, as well as the largest sales area of any Safeway store in the San Diego area.

Mellon was former manager of the Safeway store at Federal and Euclid, and served as manager of two other Safeway stores during the past 13 years. He lives at 4411 Dale Ave., La Mesa.

The only supermarket in College Grove, the new Safeway store is located on the Center's lower level, fronting on the freeway and adjoining the Walker Scott Co. department store. It is one of the 60 stores, shops and restaurants in the \$28 million Center and is planning to open with many other stores on July 28. Grand opening of College Grove is set for August 25.

The interior decorating scheme of the new Safeway store will show segregation of departments by use of eye-pleasing colors, such as coral, Pompeian red, tile blue, powder blue, pine frost green and Italian straw.

Mellon said that the air-conditioned College Grove Safeway store will have nine mechanical checkstands and four sets of double automatic doors. There will be 54 linear feet of reach in dairy cases, 222 feet of frozen food cases, 32 feet of four-deck delicatessen cases, 84 feet of refrigerated produce cases, 126 feet of dry produce cases and 2,276 square feet of refrigerated storage area.

In addition, there will be 96 linear feet of meat cases, and 36 feet of refrigerated meat rough for processing and packaging. A monorail system will be employed for meat deliveries, with automatic meat-wrapping and weighing machines.

A package pickup station will be located outside the store building for convenience of customers, Mellon said.

Safeway was founded in April 1915 by M. B. Skaggs in American Falls, Idaho. At the end of 1959, there were 2,164 Safeway stores in the United States, 450 located in California alone. At present, San Diego County has 17 Safeway stores, with five more in various stages of planning or construction.



E. R. Mellon

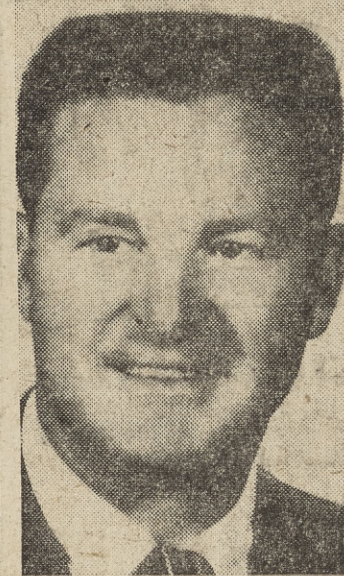
## Tonsorial Shop To Cater To Men's Tastes

The only tonsorial shop of its kind in the \$28 million College Grove Center, Bulcao's new College Grove Barber Shop will have six chairs, with barbers specially selected for the discriminating trade.

John Bulcao, who operates the Orpheum Building barber shop in downtown San Diego, will manage the new College Grove shop, which is designed with an eye to masculine taste. The color scheme includes brown and gold iridescent barber chairs, persimmon waiting chairs and a tan terrazzo floor to lend "color-coolness" to the air-conditioned shop.

Special "vacuum cleaners" are used as a customer convenience to keep the customer's head free of irritating loose hairs commonly associated with barbering, Bulcao said.

Well-known throughout San Diego for his skills in handling hair problems, Bulcao is currently serving many of San Diego's business, civic and political leaders.



Reg Jones

## Grove Advertiser Also Officer of Merchants Group

Reg Jones, advertising director for College Grove Center, also serves as assistant secretary and assistant treasurer of the new College Grove Merchants Association. He has had broad experience in the advertising, promotional and public relations fields.

Jones was formerly assistant advertising manager in the Los Angeles division of Safeway Stores, Inc., national advertising manager of the Pasadena Star-News, display salesman for the Los Angeles Mirror-News and a public relations staff member of the Los Angeles Times. He was also advertising manager of the F. C. Nash department store in Pasadena.

Working with Mervin L. Blum, general manager of College Grove, Reg is responsible for advertising, special promotions, and community relations supervision at the shopping center.

Born in Winnipeg, Canada, Jones is a graduate of the Winnipeg School of Art. He came to Los Angeles in 1948 as a naturalized citizen. Married, he has two teenage daughters. The family lives at 724 Downer Avenue, El Cajon.

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## Outside Appraisers To Eye Freeway

SAN DIEGO (CNS)—Hiring of independent appraisers to determine values in connection with purchases of rights of way for the proposed Beltline Freeway, in Sweetwater Valley and Spring Valley has been approved by the County Board of Supervisors.

David K. Speer, county road commissioner, told supervisors that buildings at the beginning of the route, at National City, and near Jamacha road, Spring Valley, should be evaluated by somebody outside of the road department.

## ALLEY ACCEPTED

SAN DIEGO (CNS)—Widening of a 20-foot Lemon Grove alley to full street width was approved Friday by the County Planning Commission. At the request of Mrs. Lillie M. Martin, the commission approved extension of Marian street, after it is widened to 50 feet, from Hoffman avenue south to Pearson street. Local property owners will have to donate the rights of way and improve the street.

## FREE PARKING

College Grove features plenty of free parking, with a tremendous range of merchandise and services offered by the Center's 60 stores, shops and other businesses.

## 'Cinderella' Sought by Shoe Store

A "Cinderella search" to find the woman who fits a particular pair of shoes is one of the promotional stunts planned by Innes Shoe Co. when the new store opens its doors July 28 at College Grove Center.

Graydon Lamb has been named manager of the College Grove shoe shop. He was formerly manager of Innes stores in San Bernardino and Bakersfield, and an assistant manager in Fresno.

The 36x120 foot store will feature a space-age mural in the children's department.

The Innes Shoe Co. store in College Grove is one of a chain of 16 in southern California. Founded in 1900 in Los Angeles by William Innes, the firm now has 250 employees with an annual payroll of \$800,000.

## Junior College Registration To Open Soon

San Diego Junior College registration for the fall semester will begin Wednesday, August 3, according to an announcement this week by Mrs. Margaret D. Olson, dean of students.

The largest enrollment in the history of the college is expected.

Enrollment of returning pre-programmed students will begin at the college August 3. Other returning students will be enrolled from August 9 through August 11.

New students may start to enroll August 15. However, Mrs. Olson urged prospective new students to go to the student personnel office, 1425 Russ blvd., as soon as possible, to check on registration requirements.

The anticipated increase in enrollment makes it imperative that new students enroll early in order to avoid difficulty in finding classes that are not already filled, she said.

The Junior College offers instruction in three major areas—General Education, Business Education, and Trade and Technical Education. Pre-professional programs are available in dentistry, medicine, engineering, business administration and elementary education.

## College Grove's Manager Is Professional Developer

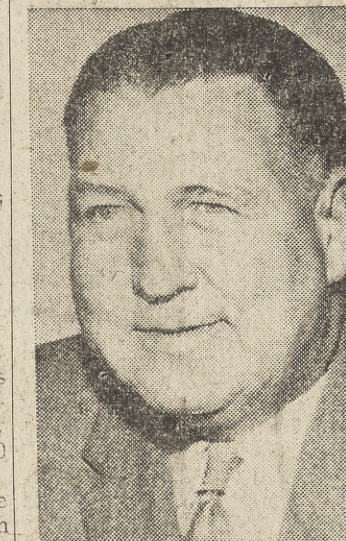
Mervin L. Blum, general manager of the \$28 million College Grove Center, San Diego's first regional shopping city, is a professional property manager with over 20 years of experience in commercial and residential real estate development and property management.

He is a member of the International Council of Shopping Centers and is one of the 11 directors of the recently formed College Grove Merchants Association.

Blum was manager of real estate for 12 years for the government-owned city of Richland, Wash. He worked under the General Electric Company, operating contractor of the near-by Hanford Atomic Energy Works. Principal among his projects there was the development of a 20-acre community shopping center with 300,000 square feet of store buildings.

A charter member of the Richland Rotary Club, Blum was formerly president of the Richland Chamber of Commerce. He is a native of Sterling, Illinois and is a graduate of Northwestern University.

Blum has given many talks on College Grove Center before local service clubs and other civic organizations.



Mervin L. Blum

## 250,000 Plants Add Beauty to Center

More than a quarter million trees, shrubs, ferns, flowers and other plant materials, ranging from the diminutive blue violet to 90-foot palms, will add beauty and dignity to College Grove, the county's first regional shopping center.

The full-time services of at least two gardeners will be required to care for all of the vegetation in and about the Center.

Charles Wagner of Jack W. Brem Landscaping Co., San Diego, personally designed the Center's landscape plan. Wagner, a Chula Vista resident who has been active in the horticultural field for the last decade, was given full cooperation of the owner in making the Center an area of continuing beauty.

Wagner was confronted with the problem of utilizing growth which would lend new beauty to the Center, complementing architectural lines without interfering with the shoppers' vision. Plants which could take abuse had to be arranged in an esthetic manner to give maximum show.

To accomplish this, Wagner has carefully planned his layout by using vigorous plants with a beautiful show of blossoms which might be seen throughout the project throughout the year.

Thousands of yards of mulches and soil conditioner were added to topsoil. More than 90 varieties of plant materials, natives of all parts of the world, were used, including a palm tree from South America, exotic plants from Australia, China and the Mediterranean. All were selected for their visual impact and effective color.

Largest of the College Grove plantings are the 20 palm trees, ranging from 18 to 90 feet high, located throughout the Center. Three of the tallest palms, over half a century old, are planted in the lower level facing Highway 94. Their tops project through an opening in the upper level.

Other "specimen" trees, 18 feet or taller, being planted at College Grove, include 33 olive trees, 11 camphor trees, 2 li- lardum, 10 magnolia, 10 Brazilian pepper, 13 sycamore, 4 weeping pear and 36 eucalyptus. Some of the olive trees are 70 years old, Wagner said.

Over 233,000 ground cover plants will grow here, including 50,000 Algerian ivy, 57,000

ice plant, 1,000 gazania, 6,700 yellow ice plant, and thousands of ferns and blue violets. Six large planter boxes will be located throughout the Center. In addition, portable planter boxes will be used.

Wagner said there will be a tremendous splash of color over the front bank area, with blue and yellow predominating to attract the eye of potential shoppers. He has selected plants to do a "selling" program.

A wide variety of miscellaneous plants are being used. Wagner said that the landscape plan will not only bring joy to College Grove visitors and shoppers but will enhance the entire community.

One of the highlights of College Grove planning is the tumbling waterfall being built adjacent to the moving side walk. There will be a 9-foot fall with a series of four smaller pools, banked with lush tropical plantings, varying from delicate ferns to heavy foliage greenery. Native rock material will be used, and the waterfall will be highlighted with colored spotlights to give unusual shadow effects.

The Brem firm has been in the landscaping business in southern California for the past quarter century. The company had handled large commercial phases of landscaping on a worldwide basis, and even performed work in Hawaii before the territory became a state.

## Camera Shop Is Beautiful

One of the most beautiful camera shops in the area will open July 28 at College Grove Center. Lester Himmel, who has been active in photography all his life, will manage Himmel's Camera Store. He also will continue to operate his initial camera shop, located at 118 East Main, El Cajon, which he established 12 years ago.

The new 20x42 College Grove store will have three employees and will feature a projection room for customers who wish to screen their slides or movies. A darkroom is planned for later date.

A \$20,000 inventory of photographic gear will be openly displayed, Himmel said. Film processing work will also be accepted and one-day service will be offered on black-and-white as well as color film.

## SD State College Evening Class Bulletins Ready

Campus evening program bulletins are now available for distribution to persons interested in taking late afternoon and evening classes at San Diego State college during the fall semester, 1960, according to Dr. Manfred H. Schrupp, dean of education and extended services.

The bulletin lists 239 courses in 34 departments, including art, astronomy, biology, business administration, chemistry, comparative literature, economics, education, engineering, mechanics, English, French, geography, geology, German, health education, history, home economics, industrial arts, journalism, mathematics, mechanical engineering, microbiology, music, philosophy, physical education theory, physics, psychology, recreation, Romance Languages, sociology, Spanish, and speech arts.

Courses may be taken to apply toward the bachelor's degree, the master's degree, the certificate in industrial management, and the certificate in public administration, Schrupp said.

Some late afternoon classes will begin at 4 and 5:30 p.m. Night classes begin at 6:30 or 7 p.m.

Schrupp stressed that all students who wish to enroll for campus evening courses must be formally admitted to the college as regular students. Undergraduates must apply by August 1. The application deadline for graduate students is August 19.

## Optimist Home Breaks Ground For Rec. Bldg.

Prime need in a school devoted to re-educating boys involved in anti-social behavior is an adequate physical education program, service club leaders and public officials heard during ground-breaking for an \$80,000 recreation building at Optimist Home for Boys, 6957 N. Figueroa, Los Angeles.

Lemon Grove's Optimist Club supports the home with a pledge of financial aid to the program operations through the year.

"Boys placed under our care have been mainly non-participants," declared Supt. Armin P. Kroeger. "They have sat on benches and made belittling remarks about athletes in competition. Many have never been exposed to a suitable sports program nor have they been sufficiently motivated to participate in organized athletics."

Charles E. Bader, president of the agency, told of savings to taxpayers made possible by the 200 or more Optimist and Optimist clubs of Southern California which own and operate the home.

"It costs the county far less to take care of a boy here than in a public institution," he stated. "Many a boy was well on the way to becoming a life-long expense to community or state before our program put him back on the right path."

## Baker Shoe Store Names Phillips Manager at Center

Burton Phillips has been named manager of the first C. H. Baker store in San Diego, specializing in women's and teenager shoes, located on the mall level at the Stanford Shopping Center in Palo Alto for the past two years.

Prior to that time, he opened Eastland Shopping Center in West Covina, and also managed the Seventh Street unit in downtown Los Angeles. The Baker store expects to employ between 15 and 20 persons. The interior will feature new lighting innovations, soft pleasing pastel colors and a complete salon with no shoe shelving exposed, Phillips said. Furniture will be informal to create a warm living room atmosphere.

Famous for High Fashion shoes, the Baker store has a clientele of Beverly Hills' movie stars discriminating movie stars Phillips added. There will be a Coquette department, where flats and little heels are featured for the "young at heart." A special order department will enable customers to select shoes made of their own design of fabric.

Baker's was founded in 1899 in Los Angeles by Charles H. Baker, Roy A. Baker, one of the brothers of the founder, is still active with the company, which now has a California chain of 33 other stores in all major cities and shopping centers.

## Hobby and Craft Materials Offered at Center Store

Morgan Appliance Service and Hobbycrafts, one of the 60 stores and shops comprising the \$28 million College Grove Center, will carry the latest stock of hobbies and craft materials in San Diego County, specializing in hard-to-get items, according to Bill Morgan, shop owner. Mrs. Jean Johnson of Lemon Grove will manage the College Grove store.

Covering 1,040 square feet of floor space, the completely modern, self-service shop will cater to clubs, craft schools and classes, and will handle repair of all types of small home appliances.

White and gold tile floor is planned, with adjustable shelving, special lighting and the latest in air conditioning, Morgan said.

The College Grove store will have three employees, as well as part time workers. Morgan, who lives at 4376 Bancroft, formerly owned a hobby shop at 4226 University Avenue.

Superintendent of the Hobby Show at the San Diego County Fair for the past 11 years, Morgan founded his firm in 1952. Grand opening of College Grove Center is set for August 25. Mervin L. Blum is general manager for the Center, San Diego County's first regional shopping city and 37th in the nation.

## Mrs. Grace Gray to Head Mode O'Day Shop Here

One of the pioneers in California's fashion industry, Mode O'Day has named Mrs. Grace Gray as owner-operator of the new store in College Grove Center. Mrs. Gray lives at 4942 Date st., San Diego.

The 18x52 foot store, seven-tenth in the San Diego area, will employ four persons. There are more than 650 Mode O'Day shops in the United States, Hawaii and Alaska.

Originally started as an inexpensive house dress operation, Mode O'Day designs dresses, blouses, lingerie and sportswear, and manufactures them in nine large plants on the West Coast and in the Midwest, making fresh shipments of merchandise weekly. Its fashions are nationally-known for smart styling, design innovations, brilliance of color, year-round wearability and high fashion at a low price, Mrs. Gray said.

Mode O'Day also handles half-sizes, and will cater to the teenage crowd, she said. Sheer nylon hosiery also is stocked. System of distribution is unique in the ready-to-wear field. Each Mode O'Day owner is an independent local merchant, investing his own money, managing his own affairs, making his own place in the community. Mode O'Day merchandise is sold exclusively by these local merchants, and savings are passed along to the customer.

## LAWSON-SCHILLER JEWELERS

### Pick College Grove Manager

Bernard Kerner has been named manager of the new College Grove store of Lawson-Schiller Jewelers. Four others are located in Chula Vista, El Cajon, Escondido and downtown San Diego. Founded in 1900 by the late Leo M. Schiller, the jewelry store chain now employs 65 persons with an annual payroll of over \$325,000.

DECOR Fine architecture, eye-catching store fronts, a beautiful fountain and waterfall, plus thousands of trees, shrubs and flowers, will accent the decor of College Grove Center.

PARK CHILD You can park your child in a supervised Park-a-Tot nursery at College Grove Center and have your ticket validated as you would your car.



Robert O. Morris

## Robert O. Morris To Head Station For Union Oil

Robert R. Morris, Union Oil Co. dealer, will manage San Diego's largest and most modern service station at College Grove Center when it opens officially for business July 28. Morris, who has been with the company since 1946, lives at 9185 Southern dr., La Mesa.

Company officials estimate that 10 employees will be needed for the College Grove operation within the first 90 days. Annual payroll is set at \$40,000.

The new station, located at 3480 College ave., will have a decorating scheme of soft colors pleasing to the eye, and will feature a lubrication department second to none in San Diego, Morris said. Ultra-modern restrooms will have electric pushbutton fixtures. Free passenger service to and from the shopping center will be provided while autos are being serviced. S & H Green Stamps are given with all purchases.

Founded in California and independently owned, Union Oil Co. is celebrating its seventieth anniversary this year. Special promotions are planned for the July 28 opening, as well as the grand opening of College Grove Center, August 25.

English is a Chula Vista resident at 247 Elder.

## Universal Boot Shop to Have New Manager

Robert English, former manager of the Universal Boot Shops store in National City, will manage the new store in College Grove Center, which will open with a number of other stores July 28. Grand opening of the \$28 million Center, comprising 60 shops, stores and restaurants, is set for August 25.

Known to San Diego footwear buyers for nearly half a century, Universal Boot Shops currently operates 16 stores in San Diego County.

The College Grove store has recessed lighting and the latest in air conditioning, with suspended acoustical ceiling and carpeting throughout. Men and women will be seated separately, and children will have their own department, equipped with special features and fixtures.

The new store will supplement the sale of its nationally-known footwear brands with socks, slippers and handbags, in addition to a wide variety of boots.



# COLLEGE GROVE'S 248 THE MALL

## THREE BIG DAYS -- THURSDAY FRIDAY and SATURDAY

### OVER A MILE OF TERRIFIC VALUES

**LADIES Bouffants**  
**1.00.**  
Slips of 100% nylon top. Elasticized waist, 2 tier ruffles. Pastel Colors. S, M, L. Reg. 1.98 Save 98c

**SHORTY GOWNS**  
Wash and wear cotton, S, M, L. Regular 1.98 value. **1.37**  
Save 62c

**LADIES' SLIPS**  
Sanforized cotton. Elastic waist. Lace or embroidery trim. Sizes S, M, L. Reg. 1.29 **87¢**  
Save 42c

**Cotton Knit Cardigans**  
**1.37**  
Smartly styled, novelty-stitched. Long sleeves, fall colors REG. 1.98 VALUE Sizes 34 to 40 Save 61c

**LADIES' FLATS**  
Casual Pumps, Red, tan and beige. Composition sole. Sizes 10-8. Reg. 1.98 value. **1.37**  
Save 61c

**LADIES' CAPRIS**  
Beautiful assortment of colors. Sizes 10-18. Reg. 1.59 value. **97¢**  
Save 62c

**COTTON DUSTERS**  
**99¢**  
Fabulous Values! Wash and wear embossed 100% cotton prints. Sizes Sml. and X-L. Reg. 1.57. Save 58c.

**NEW FALL MEN'S SLACKS**  
Wash 'n wear casual slacks All pre-cuffed. Sizes 29 to 42. Reg. 7.99. You save 1.64 **5.95**

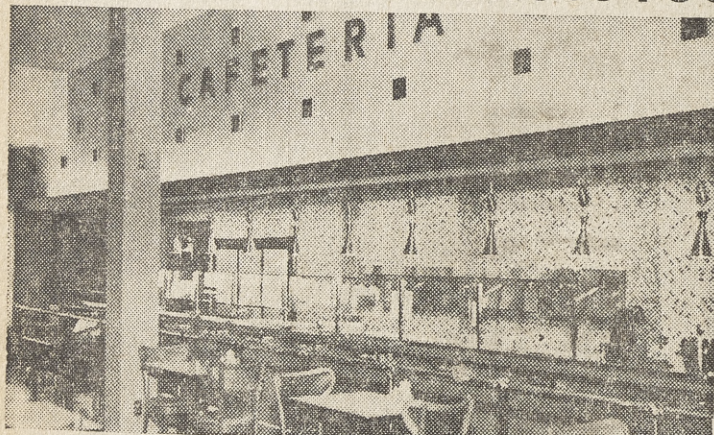
**Men's Knit Jackets**  
100% cotton knit fabric. Warmth without excessive weight. Color fast. Sizes S, M, L, Ex. L. Regular 16.95. You save 4.18 **12.77**

**Wash n' Wear Shirts**  
Save 98c  
White combed cotton. Regular collar with permanent stay. Button cuff. Sizes 14-17 Regular 1.98 **1.00**

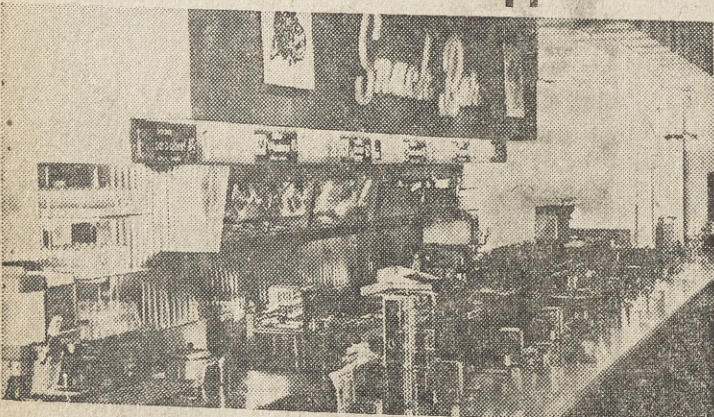
**TERRY ROBES**  
Men's bath robes. 100% drip dry cotton. Size Sml. Regular 6.98. You save 1.51 **5.47**

**Men's Sport Shirts**  
Short sleeve. Assorted colors. S, M, L. Reg. 3.49 **2.27**  
YOU SAVE 1.22

WE INVITE YOU TO TRY OUR NEW SNACK BAR, FOUNTAIN & CAFETERIA. ENJOY DELICIOUS FOOD AT LOW PRICES.



Cafeteria and Fountain Upper Level



**J.J. Newberry Co.**

**Newberry's**  
YOU ALWAYS FIND MORE IN A NEWBERRY STORE

# Grand Opening

## SALE

**DOORS OPEN THURSDAY 9:30 a.m.**  
**BE HERE EARLY...**

Newberry's offers thousands upon thousands of items from domestic and import markets. Do-it-yourself ideas, actually hundreds of items for do-it-yourselfers. Enjoy Newberry's low prices whether it's clothing for any member of the family, housewares, appliances or any one of a thousand different necessities.

**LADIES PANTIES**  
**12 for \$1.00** CHARGE IT!  
Terrific Value. Large Assortment of Colors. Sizes 5-6-7. Tremendous value.

**FIRST QUALITY NYLON HOSE**  
**4 pair \$1.00**  
Lowest price ever. Shop and compare. First quality 51 gauge 15 denier. 100% nylons. Colors: beige tone, suntone, and mistone Sizes 8 1/2 to 11.

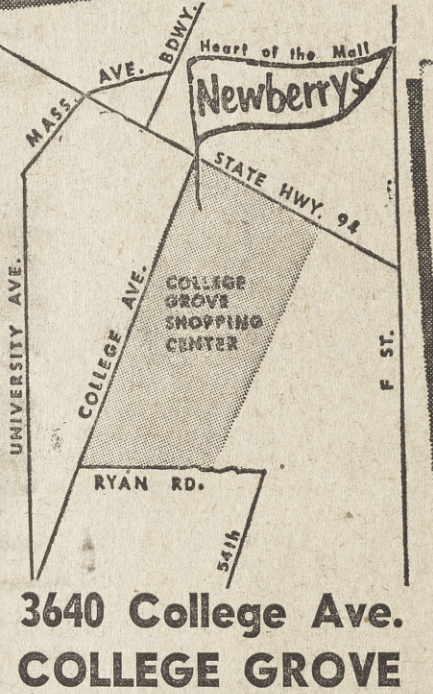
**Bed Spreads**  
**\$2.47**  
100% Cotton Chenille Twin or Full Size

**Ladies Blouses**  
Short Sleeve, 100% Cotton Size 32 to 38 **83¢**  
SAVE 17c Reg. \$1.00

**Men's Hose**  
Guess who makes these fine men's socks. We had to promise never to let on who made them. **39¢ pr.**

**Boys' Jeans**  
Shop and compare extra rugged 13 1/2 oz. Jean. Reinforced at all points of strain. Tailored fit for western wear. Sanforized. Sizes 4-12. **\$7.43**

**FABRIC SALE Assorted Cotton**  
**4 yards \$1.00**  
35/36 beautiful solid colors, assorted prints. Wash and dry 100% cottons. 2 to 10-yard lengths. Regular 39c value.



3640 College Ave. COLLEGE GROVE

**YOUNG Parakeets**  
**1.47**  
Young healthy birds. Ideal age for training. Bright Plumage

**PRINTED SHEERS**  
36/39 100% cotton sheers. 2 to 6-yard pieces. Reg. 69c yd. **47¢**  
YOU SAVE 22c YD.

**GINGHAMS**  
36/44 first quality. Plaids, checks and eyelash. Sanforized. Reg. 79c yd. Save 26c **53¢** YD.

**100% COTTON PRINTS**  
**37¢ YARD**  
36/44 machine washable. Assorted colors and prints. 2 to 10-yard lengths. Regular 69c yd. You Save 32c

**36" Woven Denim**  
Plaid and solid. 100% cotton Drip dry machine washable. 2 to 10-yd. lengths. Reg. 69c yard value. You save 20c **49¢** YD.

**45" Drapery Fabric**  
76% rayon, 24% acetate. Full bolts. All fabrics and colors. Value to 1.98 **97¢**

**45-inch PRINTED Drapery Fabrics**  
**2 yds. \$1.00**  
Fabulous value, famous maker, short lengths. 3-15 yd. lengths. All first quality. Values to 98c

**SHOWER CURTAINS**  
Assorted patterns and colors. Size 6x8. Regular 1.98 **1.00**  
SAVE 98c

**LINED DRAPES**  
SAVE 98c  
Fine quality plastic. Full textured and rich-looking. Reg. 1.98 **98¢**

**PLASTIC DRAPES**  
Choice of solid or flowers. Fine quality, reg. 1.49 **57¢**  
SAVE 98c

**12" ELEC. SKILLET**  
Square design, thick 11 gauge aluminum. Gleaming mirror finish. 100% 100% immersible in water. Reg. 9.98 value. Save 3.01 **6.97**

**STEAM DRY IRON**  
Famous Hoover. Save \$4.02 Convert from steam to dry at flick of switch. Reg. \$11.99 **7.97**

## HOUSE PLANT SALE OPENING DAY SPECIAL

Come See Our Gala Assortment. All Your Favorites!

All in 4" pots, Beautiful Healthy Plants, Generous Foliage, Rubber Plants, Dieffenbachias, 3 varieties of Philodendron, Rex Begonias, Ti Plant (Hawaiian), Maranta, Bella Palm.

**97¢**

**BEGONIAS**  
5" Pot -- Reg. 1.59 **67¢**

Such a Value! Beautiful Healthy Plants in Bloom. Beautiful Colors. Save 92c

**Tree Fern Burl ROYAL HAWAIIAN**  
**1.57**

Outstanding Value! Grows in part sun or shade. Will grow into a plant you'll love. **SAVE 1.41**

**CAFETERIA OPEN DAILY AT 11:00**  
**CAFETERIA ENTREES**

Choice <b>ROUND of BEEF</b> Tender, Juicy. Au jus. <b>78¢</b>	ROAST <b>TOM TURKEY</b> Delicious Dressing. Done to perfection. <b>58¢</b>
<b>DELICIOUS BAKED HAM</b> Virginia style with raisin sauce. <b>75¢</b>	<b>TASTY SPAGHETTI</b> With tasty meat sauce. <b>48¢</b>

**SNACK BAR FAVORITES**

<b>JUMBO HOT DOGS</b> Hickory Smoked With mustard and relish. <b>25¢</b>	<b>DELUXE HAMBURGER</b> Grilled to order. A meal itself. <b>45¢</b>
<b>RICH, THICK SHAKES</b> A meal itself. A real treat. <b>25¢</b>	<b>Jumbo Banana Splits</b> A delicious treat. <b>30¢</b>
<b>Berbecue Beef</b> Tender, Juicy, delicious. <b>45¢</b>	<b>Delicious Pie</b> Generous slice. Baked fresh daily. <b>20¢</b>

**COLLEGE GROVE 3450 College Ave.**

AT MARY MONROE'S IT'S





AT MARY MONROE'S IT'S

# CIRCUS of VALUES

## INFANTS' ITEMS Rosebud Quilts

Gorgeous ..... **\$2<sup>49</sup>**  
Reg. \$3.99

TERRY

## Overall Bibs

Reg. 99c ..... **2 for 99¢**  
Special

## Infant Hot Plates

Regular ..... **69¢**  
\$1.99  
Reg. \$4.98 ..... \$2.99

## Diaper Bags

Nationally Advertised  
Reg. \$5.98 ..... **\$3<sup>99</sup>**  
Reg. \$4.98 ..... \$2.99

## Infants' Wear CLEARANCE

**9¢ to \$1<sup>29</sup>**

## BOYS EXTRA SPECIAL VALUES!

## Sport Shirts

**49¢ 99¢ \$1<sup>29</sup>**  
Values to \$2.99

## T-Shirts

Our Fine Knit Special ..... **99¢**  
4-12

## Boys Suspenders

Sizes 1 to 6 ..... **2 for \$1<sup>00</sup>**  
Reg. \$1.00

## WOMEN'S SPECIALS

Women's  
**Shorts 2 for 49¢**

CUFFED  
SHORTS ..... **2 for 99¢**  
BERMUDAS

Limited Quantity

## Women's Capris

Broken Sizes — Cotton and Cord

**2 for \$1<sup>49</sup>**

## Knit Blouses

**2 for 99¢**

## Women's Some Old Beaten-Up DRESSES

Take 'Em Away ..... **99¢**  
For

## Infants' & Toddlers' Pinafores

Reg. \$1.99 ..... **99¢**

## BABY DOLL Pajamas

Hurry ..... **99¢**  
Assorted Prints

## Nylon Slips

4-14 ..... **99¢**

## Girls Play Shorts

Real Clearance  
Were 99¢ to \$1.49 ..... **59¢**  
Broken Sizes

## Girls Blouses

Sleeveless, Knit and  
Woven, 3 to 14 ..... **59¢**

## SWIM SUITS

Were 1.99 to 4.99 ..... **1/2 Price**  
Close 'em  
Out!!!

WOMEN'S NYLON

## Panties Clearance

2 pr. Fancy ..... **99¢**

3 pr. Tailored ..... **99¢**

## Girls Playwear

FINAL CLEARANCE

## Boys Slax

1/2 Price Clearance

## Faded Denim Slax

Boxers & Man Styled  
Were priced to \$2.98 ..... **99¢**  
Famous Makers

IN LEMON GROVE . . . . IT'S

# a CIRCUS of VALUES

# SALE!

**3 BIG DAYS**

THURSDAY, FRIDAY SATURDAY

**JULY 28, 29, 30**

OVER  
**80** STORES  
to serve your every need

**IF** YOU CAN  
BUT IT ANYWHERE  
YOU CAN BUY IT  
IN LEMON GROVE

- AUTOMOBILES
- AIR CONDITIONERS
- BEAUTY SHOPS
- BARBER SHOPS
- BUILDING MATERIALS
- CARPETING
- DRAPERIES
- DRUGS
- ELECTRICIANS
- FLOWERS
- FURNITURE
- GROCERIES
- HARDWARE
- INSURANCE
- JEWELRY
- KNIVES
- LIQUOR
- ETC., ETC.

**FREE  
CIRCUS**  
JULY 28, 29, 30, 31  
Broadway & Washington  
LEMON GROVE

IN  
PERSON  
**BOZO**  
the  
CLOWN  
Thursday  
7:30 p.m.

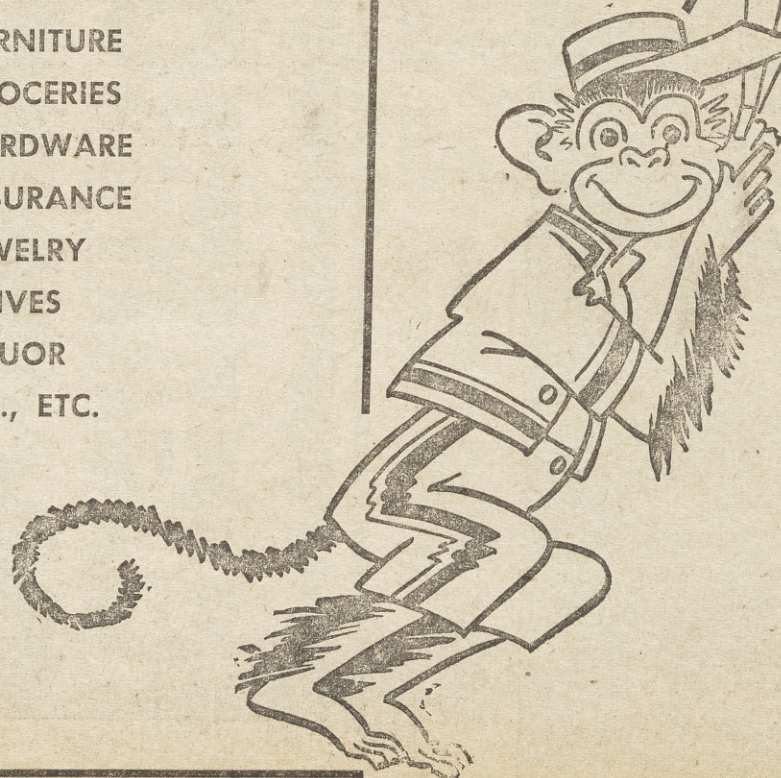
**FREE  
Discount Carnival  
RIDE TICKETS**  
FROM YOUR  
LEMON GROVE  
MERCHANTS

**FREE  
PARKING**

No Meters in Lemon Grove..  
Park Directly at the Store Door  
No Long, Long Walking

**NEW! LEMON GROVE  
EVENING  
SHOPPING**

MONDAY  
AND FRIDAY till **9** P. M.



Lemon Grove Store Only!

## Mary Monroe

7909 BROADWAY

INFANTS AND  
CHILDREN'S WEAR

LEMON GROVE

HO 9-4775

**OPEN...**

TILL 9:00 P.M.  
MONDAY & FRIDAY





Bozo the Clown...he'll be here at the Circus this week

See You at the  
**CIRCUS**  
Broadway at Washington  
Lemon Grove



FRESH CUT  
FLOWERS

- Sprays
- Bouquets
- Funeral Designs
- COMPLETE WEDDING SERVICE

FLOWERS TELEGRAPHED

ANYWHERE IN THE WORLD

FREE LOCAL DELIVERY



**KENARDS**  
LEMON GROVE FLORIST

7965 Broadway HO 3-8823

ENJOY  
**Air Conditioned**  
COMFORT

JUST INSTALLED...  
IN OUR LEMON GROVE SHOP

HO 9-8851

Southern  
California's  
Largest  
and  
Finest  
Permanent  
Wave  
Shops

DOWNTOWN  
825 Broadway  
BE 3-8131

CHULA VISTA  
327 Third Ave.  
CA 2-2854

NORTH PARK  
3488 University  
AT 2-8103

PACIFIC BEACH  
1445 Garnier  
HU 4-9511

LEMON GROVE  
7965 Broadway  
HO 9-8851

POINT LOMA  
2141 Point Loma Dr.  
AC 3-6111

All Shops  
Open Evenings  
Until 10  
Saturdays  
Until 5



**FREE!**

(With This Ad)  
Cream Rinse or  
Color Rinse

**50c OFF**  
HAIRCUTTING  
Reg. \$1.50 with Permanent

Phone  
For  
Appointment  
Today

**A SOFT, LASTING  
COLD WAVE**

\$4.95

Plus \$1.00 For Haircutting

TWO NEW STORES

1665 Euclid at Federal  
CO 2-2437

9230 Gramercy Drive  
Mission Village  
BR 8-2414

HOLLYWOOD

beauty shops

**GIGANTIC**

**Free!**

**10¢**

**AND Rides With**

**Merchant Discount Tickets**

**CARNIVAL**



IN PERSON!  
**BOZO**  
THE  
**CLOWN**



THURSDAY, JULY 28 -- 7:30 p.m.  
At the Circus Grounds, Broadway & Washington  
**IN LEMON GROVE**

WATCH "THE BOZO SHOW" ON CHANNEL 6 DAILY AT 5 p.m.

FREE DISCOUNT RIDE TICKETS (Each saves you 15c)  
AT THE LEMON GROVE STORES LISTED BELOW!

- |  |  |                                       |   |
|--|--|---------------------------------------|---|
| Lemon Grove Lumber<br>7750 North Ave.            | Shelby's Shoes<br>7941 Broadway        | Highlander Store<br>7865 Broadway     | Lemon Grove Tire<br>7319 Broadway               |
| Lemon Grove Camera<br>7848 Broadway              | Dial Pharmacy<br>7961 Broadway         | Dutch Cleaners<br>7870 Broadway       | La Salle Enterprises<br>7285 Broadway           |
| Lemon Grove Dept. Store<br>7846 Broadway         | Country Kitchen<br>8125 Broadway       | Cornet Store<br>7871 Broadway         | El Morocco<br>8015 Broadway                     |
| Williams Dept. Store<br>7945 Broadway            | Rella's Shoes<br>7860 Broadway         | IK Cars<br>8012 Broadway              | The Broadway Cafe<br>7874 Broadway              |
| Morrison-Adams Jewelers<br>7919 Broadway         | Karl's Shoes<br>7919 Broadway          | Cochran's Record Den<br>7921 Broadway | The Paint Spot<br>3450 Main St.                 |
| Jack-In-The-Box<br>1/2 Block East of Post Office | Lowe's Toggery<br>3321 Imperial        | Bill's Self Service<br>7195 Broadway  | Don Diego Market<br>Broadway at Olive           |
| Monroe's Children's Shop<br>7909 Broadway        | Peggy's Drapery Shop<br>3458 Main St.  | Western Auto Store<br>7771 Broadway   | Culligan Soft Water<br>3315 Olive               |
| Lemon Grove Florist<br>7965 Broadway             | Gauldin's Style Shop<br>7808 Broadway  | Lemon Grove Yardage<br>7816 Broadway  | Keatings Shoes<br>7892 Broadway                 |
| Haizlip's Pharmacy<br>7801 Broadway              | Lemon Grove Drug<br>7785 Broadway      | Lane's Mens Wear<br>7765 Broadway     | Helix Vista Pools<br>7668 Broadway              |
| Calder's Toy Town<br>7923 Broadway               | Hollywood Beauty Shop<br>7892 Broadway | Brumley's Shoes<br>7763 Broadway      | Massachusetts Ave. Lumber<br>3580 Massachusetts |
|  | C. P. Appliances<br>7890 Broadway      | Marders Stationery<br>7939 Broadway   | Tri City T.V.<br>7769 Broadway                  |
|  | Patricia's<br>7887 Broadway            | Linda's<br>7931 Broadway              | Weedman's Carpets<br>8131 Broadway              |
|  | Children's Bootery<br>7985 Broadway    | Sprouse-Reitz<br>7901 Broadway        |   |



BY POPULAR DEMAND

WE ARE  
CONTINUING OUR  
MID-SUMMER SALE

**DRUG NEEDS and SUNDRIES**  
*at Terrific Savings!*

100 5 Grain

**ASPIRIN**

1 PINT  
**RUBBING  
ALCOHOL**

**14c**

**17c**

**VITAMINS**

Vitamin C  
250 MG  
100 TAB. **98c**

Vitamin C  
100 MG  
100 TAB. **59c**

**HELP  
KEEP YOU  
FIT!**

PLAYTEX—Reg. 69c

**PANTY**

**2 FOR 99c**

Leilani, Reg. \$2.98  
**CASUALS**

**\$1.98**

**LADIES WALLETS**

**59c**

DOUBLE  
STAMPS  
EVERY  
THURSDAY

**Pharmacy**  
HO 6-4141  
7801 Broadway

## The Circus Is Coming To Town

CIRCUS No. 1  
"The circus is coming to town!"

Hearts stir and pulses beat a little bit faster when this announcement is made.

Kiddies think of performing elephants, teams of ponies which prance and whirl and bow at a flick of the trainer's whip. They think of cotton candy and popcorn and candied apples on a stick.

Moms and Dads remember other circuses in other years. They remember, when they were kids, running down to the vacant lot at the edge of town to watch the swarm of muscled men pounding stakes with big iron hammers. They remember the tall tent poles and the ropes holding them in place.

They remember the huge expanses of canvas billowing up into place, the tugging of horses and elephants to raise the canvas to the top of the poles—and the sudden transformation of the confusion into a tent, with flags flying.

And the Moms and Dads realize that the days of the giant circuses are gone. Circuses these days have the glamor, the excitement, the thrills, but on a slightly lesser scale.

This week the circus will be in Lemon Grove. It will have two rings and will be shown at least three times a day, Thursday through Sunday.

There will be a performing elephant, a young lady elephant who was here last year and can do a dozen tricks. Trained ponies will cavort at the bidding of their master.

There'll be no lack of opportunity to see this circus, because it won't be under a tent. It will be out in the open, where everybody can look. The two rings for the circus will be set up on the big lot at Broadway and Washington, across from the Catholic church.

And it will be free.

Action is scheduled to begin at 3 p.m. Thursday and Friday, at 10 a.m. on Saturday and at 2 p.m. on Sunday — after morning church services are completed and folks can go home for a while, then come to town. The circus will be open until 10 each night.

**KEEP COOL**

WE'RE  
*Air Conditioned*  
**HURRY!**

We have recently installed an air conditioning unit for your shopping pleasure. Come in and cool off during Lemon Grove . . .

## CIRCUS of VALUES

FAMOUS NAME BRANDS

### DRESSES

Including: R & K Originals, Ivan Fredricks, Pine of California, Gid Gits Originals, Miss Elliott Originals and many others!

Reg. 24.98 . . . . . NOW **\$17.88**

Reg. 19.98 . . . . . NOW **\$14.98**

Reg. 17.98 . . . . . NOW **\$10.98**

Reg. 14.98 . . . . . NOW **\$ 8.98**

**FREE CARNIVAL RIDE TICKETS!**

### SWEATER SALE!

Every sweater in the house on sale! Stock up now for Back to School!

Regular 12.98 . . . . . NOW **\$7.98**

Regular 10.98 . . . . . NOW **\$6.98**

Regular 8.98 . . . . . NOW **\$5.98**

**FASHION SHOW EVERY FRIDAY, 12 NOON-2 P.M.—MICHAEL'S**

#### SKIRTS and BLOUSES

Reduced to cost or below cost. Not all colors and sizes, but if you're lucky the savings are tremendous.

#### PLAYWEAR

Pedal Pushers, Capris, Shorts, Matching Tops. Reduced to clear! Sizes are broken . . . Savings are GREAT!!!!

#### DON'T MISS OUR ODDS & ENDS TABLE!

That item you have been looking for may be found at a fraction of the original cost!

## PATRICIA'S

7887 Broadway

Lemon Grove

HO 9-3456

## OUR BIG ANNUAL JULY SHOE CLEARANCE

IS A CIRCUS OF VALUES

**FLORSHEIM**

Selected From  
Our Regular Stock . . . . . **\$14.00**

**CROSBY SQUARE**

Broken Lines and  
Discontinued Styles . . . . . **\$8.99**

**NATURALIZERS**

Broken Sizes and All Spring  
and Summer Styles . . . . . **\$9.90**

**LIFE STRIDE**

All Spring and  
Summer Styles . . . . . **\$7.90**

**GRACE WALKER**

Casuals and Flats  
Values to \$8.95 . . . . . **\$4.99**

**CASUALS & FLATS**

One Table  
Of These . . . . . **\$2.99**

**ODDS & ENDS**

Women's Shoes  
Values to \$4.95 . . . . . **\$1.96**

**BRUMLEY'S SHOES**

7763 BROADWAY

HO 3-3212



**SEW and SAVE!**

... with our  
**CIRCUS of VALUES  
SPECIALS**

Reg. \$2.98 to \$3.98

**WOOLENS**

**25% OFF**

- DENIMS . . . . .
- SHEERS . . . . .
- SPORTS COTTON
- DRIP DRIES . . . . .

**2 yds. \$1.00**

**3 YARD COTTON  
SKIRT LENGTHS**

**\$1.98**

60" Wide

**1 yd. Skirt Lengths**

**\$1.59**

45" Wide, reg. 1.39 yd.

**Dacron Rayon Linen**

**\$1.00 yd.**

**Lemon Grove Yardage**

Use Your BankAmericard

7815 Broadway

HO 6-8594



*Magnificent*  
**DIAMONDS...**  
TIMELESS BEAUTY  
AND  
VALUE...

Our quality tradition is reflected in the brilliant diamonds and smart mountings of our exclusive Bridal Duet selections. The diamonds listed below are of desirable color and cutting. Very slight inclusions.

1/4 Carat . . . **\$8500**

1/2 Carat . . . **\$16500**

3/4 Carat . . . **\$29500**

1 Carat . . . **\$40500**

ABOVE SPECIAL PRICES FOR UNMOUNTED STONES

### GET PROOF POSITIVE!



It will pay you to consult our Gemologist. Examine your diamonds before you buy! See for yourself by using our Gemoscope!

**MORRISON-ADAMS**

MANUFACTURING JEWELERS  
STONE SETTERS — WATCH MAKERS  
ENGRAVERS

7919 Broadway

HO 9-6400

# CLEARANCE

**JULY**

Continues  
During  
Lemon  
Grove's  
Circus  
of  
Values!

**SMASH SAVINGS on  
MEN'S SUITS**

Famous Brands:

MICHAEL STERNS, CURLEE

All from our regular stock

Reg. \$59.95 . . . . . a few at \$39.88

**\$44.88**

*July Savings*

Wash n' Wear Slacks **\$7.88**

Long Sleeve  
**SPORT SHIRTS 50% off**  
Values to \$4.98, Short Sleeve  
**SPORT SHIRTS \$2.49**

Regular \$29.95

**SPORT  
COATS  
\$16.88**

*Lane's*

7765 Broadway

Lemon Grove





Here Comes the **Don Diego**  
MARKETS

# GIANT TIDE

WASH DAY DETERGENT WONDER!

OCEAN SPRAY  
**CRANBERRY SAUCE**  
303 can ..... **23¢**  
Sunshine, 2 lb.  
Honey Grahams 65c

**49¢**

GET YOUR  
DISCOUNT  
**CARNIVAL  
RIDE TICKETS  
FREE! HERE!**

Giant Roll  
**Scott Towels** **29¢**  
Scott Paper Napkins, reg. size  
**Scotkins** **2 31¢**  
Scott, 4 roll family pack  
**Toilet Tissue** **49¢**

Scotties, 400's  
**Facial Tissue** **2 49¢**  
Soft Weve  
**Toilet Tissue** **2 25¢**  
Cut Rie, 125 ft. roll  
**Wax Paper** **2 49¢**

Carnation  
COUNTRY CLUB  
**ICE CREAM**  
Full Half Gal.  
**59¢**

Meat  
GRADE  
**EGG**  
Doz.



DEL MONTE  
**CATSUP**  
14 oz. Bottle ..... **6 FOR 97**



DEL MONTE  
**TOMATO SAUCE**  
Buffet Tin ..... **12 FOR 89¢**



Del Monte  
**TUNA**  
1/2 flat Tin ..... **3 FOR 69¢**

No. 2 Can Crushed  
**PINEAPPLE**  
**4 for 97¢**

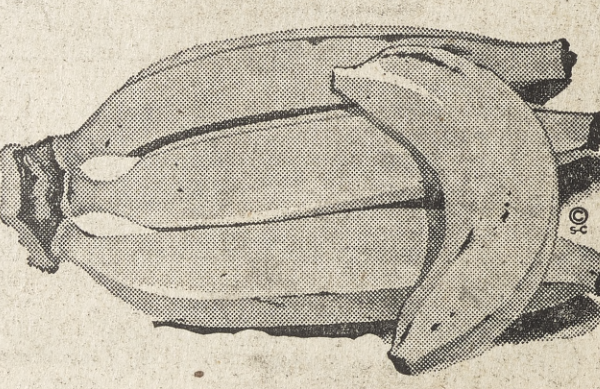
Pineapple-Grapefruit  
can 46-oz.  
**DRINK**  
**4 for 89¢**

303 Can, Del Monte  
**FRUIT COCKTAIL**  
**5 for 97¢**

all Cans  
**EGO**  
**MLK**  
**6 for 87¢**

12-oz.  
De Monte  
Dill Pick  
**CHIPS**  
**4 for 97¢**

FINEST CENTRAL AMERICAN  
Golden Ripe  
**BANANAS**



**11¢ lb**



SWEET SEEDLESS  
**GRAPES**

**10¢**

Mix'em or Match'em Sale!  
Betty Crocker  
Country Kitchen  
**CAKE MIX**



Creamy White, Chocolate Fudge  
**FROSTINGS**  
YOUR CHOICE ..... **3 for 79¢**



WHITE ROSE  
**POTATOES**  
**10 29¢**  
lbs lb

BEECH NUT  
**BABY FOODS**  
STRAINED JUNIOR  
**3 FOR 29¢ 3 FOR 39¢**



Amour's Mat  
**SLICED BA**  
1-lb. cello kg. ....

**Don Diego**  
MARKETS,

FRESH PICKED  
**ROMAINE** ..... **2 LARGE HEADS 15¢**

Prices Effective: Thurs., Fri., Sat., & Sun.,  
July 28, 29, 30, 31 — Limit Rights Reserved

7702 Broadway at Olive, L  
"Satisfaction Is The Most Important"



Diego  
MARKETS, INC.

# CIRCUS OF VALUES

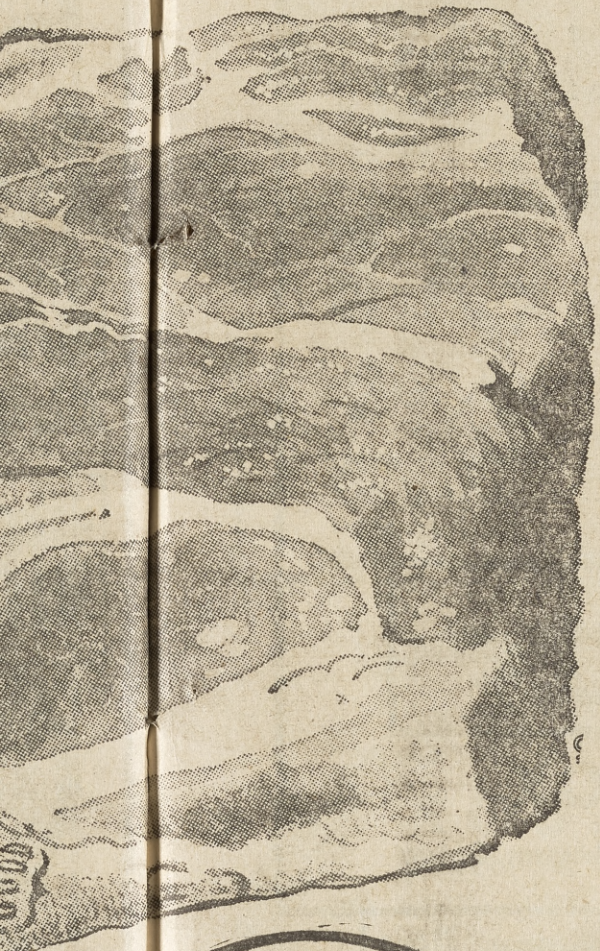
## CHUCK ROAST

DIRECT FROM ARMOUR & CO.-SIOUX CITY, IOWA!

Select Eastern Beef!

Especially purchased for this sale event. We went back east again to buy this finest of selected grain fed, eastern beef from Armour and Co. We guarantee every cut of this extra fine beef to be the best you have ever tasted regardless of the price you may have paid. Remember, satisfaction is the most important thing we sell! Here is a golden opportunity to stock your freezer with your favorite cuts of the excellent beef . . . it will save you many, many of your food budget dollars!

**39¢** **LB**



Medium  
GRADE "AA"  
**EGGS**  
Doz. **35¢**

all Cans  
EGO  
**MLK**  
**6 for 87¢**

onte  
Dill Pick  
**CHIPS**  
for **9¢**  
Sale!



Amour's Matchless  
**SLICED BACON**  
-lb. cellokg. . . . . **49¢**

EASTERN GRAIN FED  
**BAR-B-QUE STEAKS**

**49¢** **lb**

EASTERN GRAIN FED  
**LEAN and MEATY**

**SHORT RIBS**

**39¢** **lb**

EASTERN GRAIN FED  
**BONELESS**

Choice  
Rib

**ROAST**

**69¢**

REPEAT SALE BY POPULAR REQUEST!  
**ALL NEW! BEEF**

**SPARE RIBS**

**29¢** **lb**



DEL MONTE, CHUNK  
**PINEAPPLE**

No. 2  
can . . . . . **3 FOR 94¢**

303 Can, Del Monte  
Cream  
Style  
**CORN**  
**5 for 89¢**



DEL MONTE, LARGE  
**PRUNES**

1 lb.  
box . . . . . **3 FOR 97¢**

303 Can, Del Monte  
Early  
Garden  
**PEAS**  
**5 for 89¢**



DEL MONTE, 12 OZ. JARS  
Hamburger, Hot Dog or Sweet

**RELISH**

**4 for 97¢**

303 Can, Del Monte  
SLICED  
or  
HALVES  
**PEARS**  
**5 for 97¢**

**Free!**

**BIG BOY DELUXE  
BARBECUE**

Hinged smoke hood, chrome plated grill,  
spits and fork. U.L. approved, guaranteed  
motor. Heavy duty fire box!



**PLUS a 15 lb. HAM**

Register Now! Drawing  
**SAT., JULY 30th**

**BOLOGNA**

By the Piece  
**39¢** **lb**



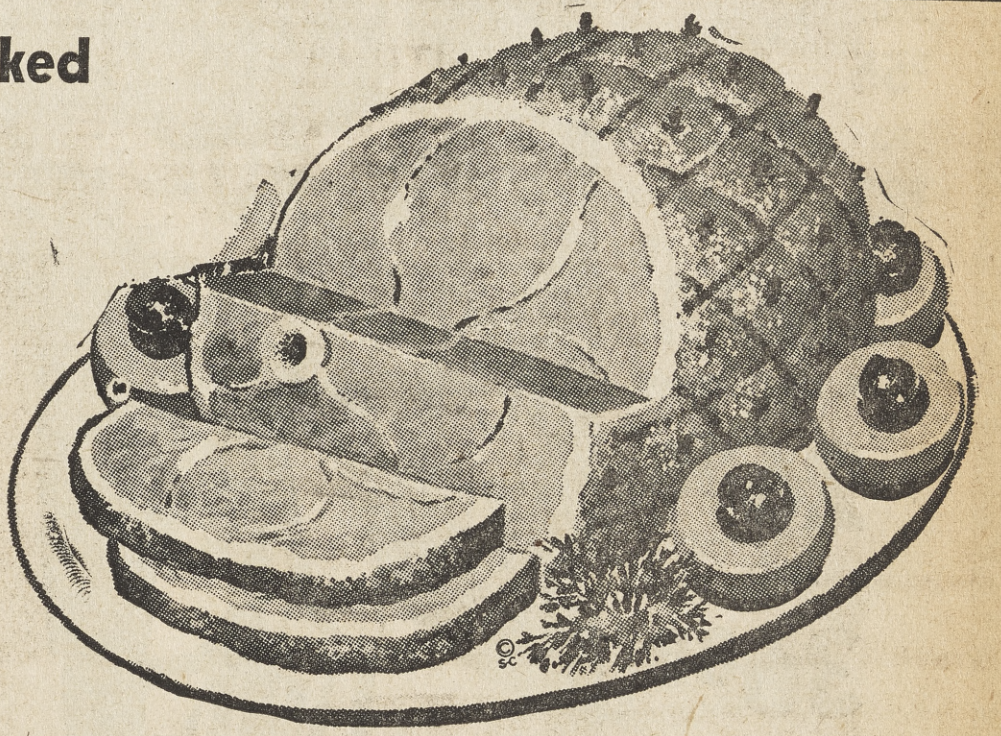
Armour's Star Fully Cooked

**HAMS**

JUST HEAT AND EAT, NO COOKING!

**Shank Portions**

**39¢** **LB**



**BUTT PORTION**

**49¢** **lb**

**CENTER SLICES**

**89¢** **lb**

**GROUND  
BEEF**

**3** **lbs**

**\$1.00**

**Diego**  
**MARKETS, INC.**  
at Five, Lemon Grove  
The Most Important Thing We Sell!

Store Hours:— Daily 9:00 a.m. to 9:00 p.m.  
Sundays, 10:00 a.m. to 7:00 p.m.

**Extra Fresh, Lean!**

Ground hourly, to assure you the freshest beef in town!





# CARNIVAL Time!

## ALIGNMENT

BRAKE AND STEERING ADJUSTMENT, FRONT WHEEL BALANCE — REG. \$14.00

SPECIAL

### \$ 9 9 5

(Includes toe-in and turning radius, caster, correcting camber, align and balance front wheels including weights.



7285 BROADWAY  
LEMON GROVE

OPEN 9 TO 5:30 P.M.  
HO 3-7722

BUDGET TERMS



## The Highlander

Men's Clothing, Furnishings, Shoes

7865 BROADWAY, LEMON GROVE HOPKINS 9-7272

SPECIAL  
GROUP  
OF FINE  
SUITS

FROM OUR  
REGULAR  
STOCK

REG.  
\$55  
TO  
\$85

SPECIALLY  
PRICED FOR  
FOUR DAYS ONLY

26<sup>88</sup>  
AND  
36<sup>88</sup>

## sale



### SLACKS

Reg. 15.95 NOW \$12.88	2 FOR	\$25
Reg. 17.95 NOW \$13.88	2 FOR	\$26
Reg. 19.95 NOW \$14.88	2 FOR	\$29
Reg. 22.50 NOW \$17.88	2 FOR	\$34
Reg. 25.00 NOW \$19.88	2 FOR	\$36
Reg. 27.50 NOW \$22.88	2 FOR	\$41
Reg. 32.50 NOW \$26.88	2 FOR	\$48

### SPORT COATS

Reg. 29.00 to 34.00 NOW	\$21
Reg. 35.00 to 40.00 NOW	\$29
Reg. 40.00 to 45.00 NOW	\$34
Reg. 45.00 to 50.00 NOW	\$39
Reg. 55.00 to 60.00 NOW	\$46
Reg. 65.00 to 75.00 NOW	\$51

## ALUMINUM CHAISE LOUNGE



\$7<sup>95</sup>

Reg. \$11.95

## Patio Parasols

Reg. \$2.98  
Value

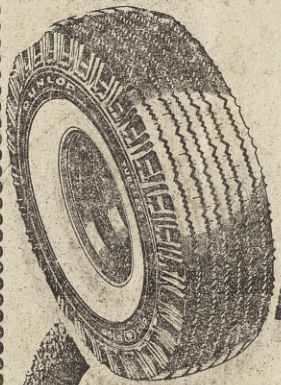
\$1<sup>79</sup>

SPROUSE-REITZ  
7895 Broadway Lemon Grove



## RETREAD SALE

(Black Tube Type)  
670 x 15 & 750 x 14



2 tires \$15<sup>95</sup>

## RETREADS

710 x 15	2 Tires	\$17 <sup>95</sup>
800 x 14		
760 x 15	2 Tires	\$19 <sup>95</sup>
850 x 14		

All sizes on sale.  
Whitewalls slightly higher.

Add \$3.00 on All New Tires for White Walls  
All Prices Exchange, Plus Tax

- Sports Car Service
- Truck Tire Retreading
- Foreign Car Retreading



- Retreading
- Wheel Balancing
- Tiretruing—Deskidding
- Truck Tires

BUDGET TERMS All Major Oil Company Credit Cards  
International Credit Card  
7319 Broadway Lemon Grove HO 9-0115

It's Summer Carnival Time

At Your Lemon Grove

## JACK IN THE BOX



Get Your Carnival  
Ride Discount  
Tickets Here!

Carnival Time

## HAMBURGERS 22¢

## JACK IN THE BOX

8025 Broadway at Kempf

Lemon Grove

Area Merchants Have Bargains Every Day!

Read Them in the

Lemon Grove Review • Spring Valley Bulletin



## APPLIANCE...Has...

World's Only Instant-Installing Air Conditioner

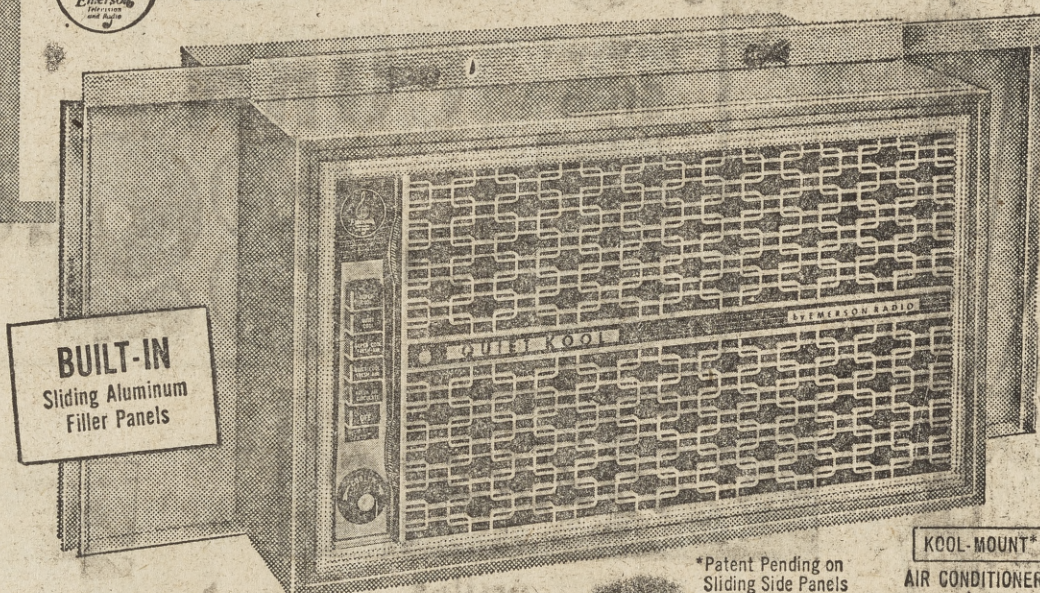
No Installation Kits • No Installation Extras

NOW  
Giant Capacity  
Units Up To  
2 Horsepower

## Quiet Kool

by

## Emerson Radio



BUILT-IN  
Sliding Aluminum  
Filter Panels

\*Patent Pending on  
Sliding Side Panels  
Kool-Mount™  
AIR CONDITIONERS



Place on window sill

Pull side panels  
to required width

Enjoy quick  
cooling comfort

## 3 easy steps to

## INSTANT INSTALLATION

- INSTALLS INSTANTLY in any standard window
- 115 VOLTS 7.5 AMP "POWER SAVER" MODELS—also available in all popular Voltages and Amperages
- PERMANENT SLIDE-OUT FILTER—easily removable
- EXCLUSIVE ROBOT PUSH-BUTTON "CONTROL CENTER"
- AUTOMATIC THERMOSTAT—lets you pre-set room temperature
- AMAZING NOISELESS OPERATION—no noise to disturb slumber

## \$ 197 52

8X1A

REGULAR \$319<sup>00</sup>  
TERMS TO SUIT YOU

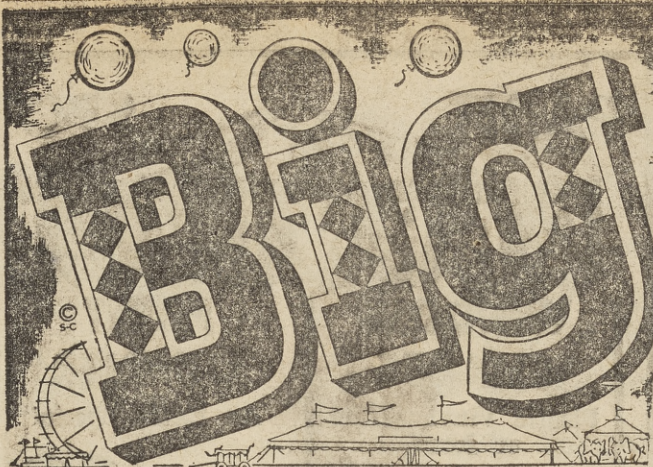
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## APPLIANCE

7890 Broadway Lemon Grove  
HO 9-6154





# STOREWIDE BARGAIN

# CARNIVAL

**DIAL** Drugs  
HO 3-5555  
7961 Broadway Lemon Grove



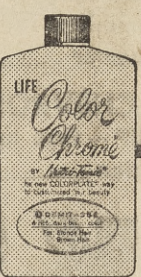
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PRESCRIPTIONS  
OR HAVE YOUR  
DOCTOR CALL US

You can place your complete confidence in our prescription dept. You will be pleased with our prompt accurate service and reasonable prices.

Free Delivery on Prescriptions

NEW! A MAGICAL  
HAIR COLORING  
with NO BLEACHING, NO DYEING!

**Color Chrome**  
by Natio-Tonic



LIFE COLORCHROME is an entirely new, totally different semi-transparent hair coloring...with color magic in 12 exciting shades! Use COLORCHROME after each shampoo—no weeks of waiting while hair grows and dye fades. COLORCHROME treats and strengthens all hair because its base is famous LIFE LOTION HAIR TREATMENT, the lotion that treats damaged hair.

Standard Size, reg 20c  
**FLASHLIGHT BATTERIES**

9<sup>ea.</sup>

Extra Heavy, reg \$1.35 — Bag of 3  
**GARDEN TOOLS**

93c

A Special Cold Water Soap Reg. 89c ea.  
**WOOLITE**

59c

Moistex 100' Roll Reg. 29c  
**WAX PAPER**

21c

Ethyl Alcohol, reg. 69c  
**RUBBING COMPOUND**

49c

Glide Celenate, reg \$1.00  
**ATHLETE'S FOOT OINTMENT**

77c

**ISOPROPYL RUBBING ALCOHOL**  
FULL PINT **11**

SALE! SALE! SALE! SALE! SALE! SALE!

SALE! SALE! SALE! SALE! SALE! SALE!

**KODAK**  
BLACK OR WHITE  
620 — 127 — 120  
**FILM**  
3 ROLLS **88c**  
REG. \$1.50

PLAYTEX, Reg. 1.39, Slightly Irregular  
**LIVING GLOVES** 2 PR. **88c**

Large Pak of 64 Asst. Colors Reg. 79c  
**REGENT CRAYONS** 39c

Amoray Deodorant Spray, 12 oz. can  
Spice, Garden Boquet, mint Reg. \$1.19  
**HOUSEHOLD SPRAY** 88c

Justrite 22 oz. Can Reg. 59c  
**LIQUID DETERGENT** 47c

50 Ft. 3 Tube Reg. \$3.98  
**SOAKER HOSE** \$2.88

WAXED REDSKIN, Reg. 10c  
**SHOE LACES**

3c PR.

Pak of 8 Asst. Colors Reg. 98c

**BABY CLOTHES HANGERS** 49c

Ladies 6 way Reg. \$2.49

**REVERSIBLE BELTS** 99c

Weaver Saber (With Cartridge) Reg. \$1.00

**CARTRIDGE PEN** 49c

A Real Toy Bargain Reg. \$1.59

**MODEL MISSILE KITS** Close Out 29c

Another Carnival Special Reg. \$1.39

**PAINT TRAY & ROLLER** 77c

BOX OF 400'S  
ASSORTED  
COLORS



**KLEENEX**  
REG. 27c EACH

4 FOR **88c**

SALE! SALE! SALE! SALE! SALE! SALE!

SALE! SALE! SALE! SALE! SALE! SALE!

**VITAMIN C**  
BOTTLE OF 100  
**88c**

Bottle of 100, Reg. \$5.25, Vitamins and Minerals  
**VITRA VITAMINS** \$3.88

Super Anytinal, reg. \$5.98  
**ONE-A-DAY VITAMINS** \$3.88

Bottle of 100 Capsules Reg. \$1.98  
**VITAMIN A** \$1.19

Bottle of 100 Capsules Reg. \$3.29  
**VITAMIN SOLUTION** \$2.88 PT.

Therapeutic, 100's reg. \$7.65  
**OLAVITE VITAMINS** 2 FOR \$7.66

LUSTER CREME, 15 oz. can, reg. \$2.00 value

**SPRAY SET** 76c

Formula "42" reg. \$2.00, Lemon

**CREAM SHAMPOO** 98c

Po Do Pre-Electric, reg. 69c

**SHAVE LOTION** 38c

Po Do For Day Long Grooming Reg. 59c

**HAIR DRESSING** 38c

Physicians and Surgeons 5 oz. Reg. 45c

**BABY OIL** 38c

Physicians and Surgeons No Tears Reg. 57c

**BABY SHAMPOO** 48c

**GOLDEN DIAL DEODORANT SOAP**  
REG. 19c CAKE

2 FOR **29c**

SALE! SALE! SALE! SALE! SALE! SALE!

SALE! SALE! SALE! SALE! SALE! SALE!

**NAPKINS**  
ZEE  
PAK OF 80  
REG. 25c EA.  
WHITE  
**9<sup>ea</sup>**

PERFECTION LANOLIZED, Reg. \$1.29  
**HAND CREAM** 2 FOR \$1.30

Hillrose K. 6 oz. Reg. 69c  
**HAND LOTION** 38c

Dermassage Medicated Econ. Size Reg. \$1.59  
**RUBBING COMPOUND** \$1.29

Evenflo Complete 8 oz. Size Reg. 25c

**BABY BOTTLES** 19c

Premenstrual Reg. \$1.00

**TENSION TABLETS** 77c

An effective Antipersperant Tidy Reg. 98c

**ROLL ON DEODORANT** 66c

FORMULA 20 LANOLIZED, 10 oz. jar, reg. \$1.59

**SHAMPOO** \$1.19

Formula "20" Foaming 8 oz. Reg. 89c

**OIL SHAMPOO** 66c

Formula "20" 12 oz. can Reg. \$1.69

**HAIR SPRAY** \$1.29

Formula "20" Reg. 79c

**LIQUID SHAMPOO** 54c

Pine, Rose, Appleblossom Reg. 98c

Softens the Water, 8 oz

**BUBBLING BATH OIL** 74c

PERSONAL  
TIDY  
**DEODORANT POWDER**  
REG. 69c  
LIMIT 2 TO  
A CUSTOMER **39c**

SALE! SALE! SALE! SALE! SALE! SALE!

SALE! SALE! SALE! SALE! SALE! SALE!

**ASPIRIN**  
WORTHMORE  
5 GRAIN  
BOTTLE OF 100 **9c**

DOAN'S, Reg. 79c

**KIDNEY PILLS** 59c

Ocine, With Eye

Cup, 6 oz., reg. 69c

**EYE WASH** 38c

Bottle of 100 Tab.

Reg. 39c

**HINCKLES PILLS** 26c

Walgreen 100 Tab.

Reg. 49c

**Milk of Magnesia** 33c

Anafrin With Vitamin C

Reg. \$1.25

**COUGH SYRUP** 88c

For Infants and Children

3 oz. Reg. 47c

**Castoria Lax.** 38c

Far Pain relief Walgreen's

100 Reg. 59c

**A.P.C. TABLETS** 38c

Chlorophyl Checks Mouth Odor

12 oz. Reg. 69c

**MOUTH WASH** 49c

For Sinus Congestion, 24's

Reg. 98c

**Anafrin Tablets** 78c

Walgreen Smokers

Reg. 69c

**Toothpaste** 2 FOR 70c

For tired aching feet

Reg. 37c

**Foot Powder** 28c

HAND & BODY, reg \$1.00

**Woodbury Lotion** 50c

Lady Ester, reg. \$1.49

**FOUR PURPOSE CREAM** 98c

Hillrose K Hand and Skin Reg. 98c

**BEAUTY CREAM** 76c

Woodbury Golden Reg. \$1.00

**LIQUID SHAMPOO** 69c

**DIAL** Drugs  
HO 3-5555  
7961 Broadway Lemon Grove

BABY  
CREAM PUFF  
AEROSOL  
**SILICONE LOTION**  
LIMIT 2  
REG. 98c **66c**

SALE! SALE! SALE! SALE! SALE! SALE!

SALE! SALE! SALE! SALE! SALE! SALE!



## STORE WIDE SALE!

**89¢ yd.**  
and  
**\$1.89 yd.**



**PEGGY'S DRAPERY SHOP**  
3458 Main St. HO 3-8383

## CIRCUS DAYS SALE

**SOCKS 6 \$1.00**  
Reg. 59c pair. Nylon with cotton lining to protect the feet. A real buy!

**CAPRI PANTS 2 for \$3.00**  
Reg. \$2.98

**SUMMER SKIRT 2 for \$3.00**  
Reg. \$2.98 to \$5.98

**Jamaica Shorts, Blouses, Knit Shirts 2 for \$1.50**  
Reg. \$1.98

**DRESSES..... 2 for \$11.00**  
Known Brands, reg. 6.98 to 9.98

**LOWE'S TOGGERY**  
3321 Imperial Ave. Lemon Grove  
LOW OVERHEAD MEANS LOW PRICES  
The Friendly Store For Ladies and Children

## BIG TOP BUYS

**'53 CHEVROLET**  
Convertible, immaculately clean and loaded with accessories **\$499**

**'58 INTERNATIONAL PICKUP** — Low mileage, air conditioner, automatic transmission, radio and heater **\$1199**

**'54 CHEVROLET PICKUP** — Fine mechanical condition **\$399**

**Cars & Pik Ups : Exchanged Sold**  
Low as \$10 down  
On Approved Credit  
At Ace Drive-In

8012 Broadway Lemon Grove  
OPPOSITE CIRCUS GROUNDS

## PAINT SPOT CARNIVAL

**WINDOW SHADES**  
Plastic Vinyl, White or Ivory  
Reg. \$1.79 **\$1.19**

**PAINT THINNER**  
An Extra Special  
1 GAL. **19¢**

**STUCCO PAINT**  
Exterior 1 Gal. **\$3.49**  
**10% OFF WALLPAPER**

**VINYL PAINT**  
Interior, Exterior **\$3.19**

**THE PAINT SPOT**  
3448 Main St. HO 3-0639

## COLOR FILM

**SAVINGS**

	Reg. Price	Sale Price
8 mm. Roll	\$2.85	\$1.99
8 mm. Mag.	\$4.15	\$2.99
35 mm. 36	\$2.85	\$1.99
35 mm. 20	\$2.05	\$1.49

**PHOTOSTATS 1/2 PRICE**  
JULY 28, 29 and 30

**Lemon Grove Camera**  
7848 Broadway HO 3-8833

## HALF PRICE SALE

**PERSONAL STATIONERY BOOKS GIFTWARE BOUTIQUES Party Supplies Odds and Ends**

**Marders Stationers**  
7939 Broadway HO 9-4386

## Shelby's Cancellation Shoe Stores

7941 Broadway

**CHILDREN'S SAMPLE SHOES**  
\$6.95 Values **\$2.99** Pair

Bank America Charge International Charge Shelby's Charge, 30-60 Day. No Interest or Carrying Charges.

- Sandler
- Capezio's
- Buster Brown
- Pied Piper
- Simplex Flexies

Not All Sizes in All Styles

**HAND SKIMMER**  
Lightweight 14 1/2 x 15" for removing floating debris. **\$4.88**

**BRUSHES**  
For cleaning efficiency Curved 18" polished aluminum bracket, Ty-nex bristles. **\$6.88**

**DUPLEX TEST KIT**  
For accurate testing of Chlorine residual and acidity **\$4.88**

**CHROME PLATED BRASS VACUUM**  
For maximum pool efficiency. **\$32.88**

**HELIX VISTA POOL SUPPLY**  
7568 Broadway HO 3-9957  
Rear Broadway Mart Building

## REGULAR and ORTHOPEDIC SHOES

The Childrens Bootery knows what are the best shoes for your child. It is most important that children should wear the correct footwear.

**Childrens Bootery**  
2356 Fletcher Pkwy. 7885 Broadway  
Fletcher Hills Lemon Grove  
HO 3-6966 HO 6-6376

## LUMBER LEMON GROVE LUMBER CO.

"LOOK FOR THE HIGH TOWER"  
• ESTABLISHED 45 YEARS •

Complete Stock of Building Materials at Reasonable Prices  
Treasure Tone Paints

**HO 6-6204**  
7750 North Ave. Lemon Grove

## 100% WOOL FACE CARPET Sale!

Completely Installed  
WALL to WALL  
Including 50 oz. PAD

**\$6.88 YD.**

**FREE ESTIMATES**  
Call HO 6-6229  
Select your carpet in your own home! Our "Carpet Wagon" is just a phone call away!

**Weedman's Carpets**  
8131 BROADWAY HO 6-6229

## LET'S TALK FENCING

**Rustic Rancho \$1.15**  
D. F. Wedgewood type, strong durable. Includes nails, rail posts, and all materials. Reg. \$1.49 ft.

**PATIO or CARPORT**  
12' x 18' Patio  
With embossed aluminum roof, pre-cut, ready to install. **\$99.50**

**Massachusetts Ave. LUMBER MART**  
3580 Massachusetts Ave. HO 6-0593  
Lemon Grove Open. Sun. 9-1, Sat. 8-4

## EL MOROCCO

MAKE A DATE TO *Dine Out Here!*  
Open 10 a.m. to 2 a.m.  
SERVING LUNCH 11 a.m. to 4 p.m.  
DINNER — 4 p.m. to 10 p.m.

Come to the New El Morocco. Alice Wallace, Lemon Grove's favorite organist, plays for your dinner enjoyment. Henry is serving his famous luncheons. Come to the El Morocco and enjoy dining out.

**Goldy's El Morocco**  
8015 Broadway Lemon Grove

## Swim Suits! 20% OFF

all your favorite styles

Reg. 22.95	SALE \$18.35
Reg. 19.95	SALE \$15.95
Reg. 16.95	SALE \$13.55
Reg. 15.95	SALE \$12.75
Reg. 14.95	SALE \$11.95
Reg. 12.95	SALE \$10.35
Reg. 10.95	SALE \$ 8.75
Reg. 8.95	SALE \$ 7.15
Reg. 7.95	SALE \$ 6.35

**LINDA'S**  
7931 Broadway HO 3 3703

## CIRCUS SNACKS HOT DOGS

**25c**

**HAMBURGERS 35c**  
Really Delicious

**CHEESEBURGERS 45c**  
Savory and Appetizing

**FRENCH FRIES TO GO**  
Open For Breakfast, Lunch and Dinner

**COUNTRY KITCHEN**  
8125 Broadway (Next to Circus)

## COMPLETE AUTO SERVICE

at **BILL'S FLYING 'A'**

- Brakes
- Tires & Tubes
- Lube
- Elec. Service
- Tune Up
- Batteries
- Many Others

**BILLS SELF SERVICE, Inc.**  
Broadway at Massachusetts HO 6-1491

Lemon Grove July 28

You Can Tickle

If you Ferris n't?—y know t ets from merch ride for the circ out the cus and

The carnival by the Grove. M merchan for their ets will merchan of the c

With ride c (which seems right at your bes Tilt-a-W like bes to prove than the

The O bination Wheel a The Mer is so ta aren't al they tal and pre ing their they're ride).

There's Fly-A-P new one a skat type of

While almost-g on all t Kiddies Nope.

There midget The aut track a along in water. T and even accordi ure the

The y ride in can ride Of co above, K on the erving like.

The r in the s the circ from th Broadway

And in and Dad indulge along th cotton c ples and tricks a crowd.

It's lo Lemon G tickets j

Bozo To be For t

Bozo the circ at 7:30 T He w prizes a kiddies.

Bozo t personal appeal i story lin ful char Gleep, F Charlie Plank F

Playing toons an audience television hearted lived in paint si working an anim Saul acc stamps nation's

During years wi services all over experience as he l on imag He'll b person th



## You, Too, Can Get Tickets

If you like to ride on the Ferris Wheel—and who doesn't?—you'll be delighted to know that you can get tickets from most Lemon Grove merchants which will let you ride for only 10 cents when the circus and carnival come to town this week.

The carnival, with its dozen mechanical rides, will be open from 3 p.m. to 10 p.m. Thursday and Friday, 10 a.m. to 10 p.m. Saturday, and from 2 p.m. to 10 p.m. Sunday. (The later opening time on Sunday is to allow everyone the opportunity to go to church in the morning without the distraction of the circus and the carnival.)

The four-day circus and carnival are being sponsored by the merchants of Lemon Grove. More than 50 of these merchants have free tickets for their customers. The tickets will be given out by the merchants all during the run of the carnival.

With the tickets, you can ride on the Ferris Wheel (which somehow always seems to stop while you're right at the top, if you have your best girl with you); the Tilt-a-Whirl (girls seem to like best, and boys go along to prove that no girl's braver than they are);

The Octopus (sort of a combination between the Ferris Wheel and the Tilt-a-Whirl); The Merry-go-Round (this one is so tame that even parents aren't afraid to ride on it, but they take the kiddies along and pretend to be supervising them, when all the time they're really enjoying the ride).

There's the Mix-Up and the Fly-A-Plane and (this is a new one) the Rock 'n Roll—a skake'em-up-in-a-barrel type of ride.

While the grownups and almost-grownups are riding on all these things, are the kiddies just standing around? Nope.

There are midget autos and midget boats for the kiddies. The autos run on a circular track and the boats splash along in a circular tank of water. The youngsters "race" and everybody wins—or loses, according to where you figure the head of the line is.

The youngsters also can ride in the swings, or they can ride on Bulgie, the fish. Of course, as mentioned above, kiddies also can ride on the Merry-go-Round, supervising their parents if they like.

The rides will be set up in the same general area as the circus; on the lot across from the Catholic church at Broadway and Washington.

And in between rides, Mom and Dad and the kiddies can indulge in games of skill along the midway, can eat cotton candy and candied apples and watch the clowns do tricks and cavort among the crowd.

It's lots of fun—and most Lemon Grove merchants have tickets just for the asking.

## Bozo the Clown To be Here For the Circus

Bozo the Clown will be at the circus in Lemon Grove at 7:30 Thursday night.

He will hand out lots of prizes and surprises for the kiddies.

Bozo the Clown is a cartoon personality whose universal appeal is based on strong story lines and such delightful characters as the Creepy Gleep, Hole-in-the-Head Fred, Charlie Horse and Walk the Plank Frank.

Playing host to the cartoons and the children in the audience at Channel 6 on television is jovial, warm-hearted Saul Robbins who has lived in a world of grease-paint since childhood. While working with Walt Disney as an animator and story man, Saul acquired the skill that stamps him as one of the nation's top caricaturists.

During four and a half years with the Army's special services corps, Saul traveled all over the country, an experience that helps him now as he leads his TV viewers on imaginary journeys. He'll be in Lemon Grove in person this Thursday.



# Williams

**Lemon Grove**  
9745 Broadway  
HO 3-9221

**El Cajon**  
148 E. Main  
HI 4-7677

## NOW TWO LOCATIONS!

We invite you to use our 30 day or 6 month revolving charge. International and Bank Americard accepted.

BOTH STORES OPEN  
MONDAY & FRIDAY till **9 P.M.**

LAY AWAY ANY ITEM TILL' SEPT. 10th

Clearance Prices Good at Both Stores  
Items Marked \* Available Lemon Grove Only

### WOMEN'S BLOUSES

All from our regular stock. Odds and ends clearance.  
Sizes 30 to 38  
Regular 2.98 to 7.95

**NOW**  
**\$1.90 to \$4.95**

### SUMMER STRAW HATS

Our entire stock reduced.  
Regular Price \$2.98 to \$3.98

**NOW**  
**\$1.90 to \$2.59**

### PLAYTEX WATERPROOF PANTIES

200 PAIR ONLY, INFANTS \*

DRESS-EZZ, Reg. 49c ..... **NOW 33c**  
DRESS-EZZ, Reg. 69c ..... **NOW 44c**  
DRESS-EZZ, Reg. 89c ..... **NOW 55c**  
SILK PANTY, Reg. 1.00 ..... **NOW 66c**

SPECIAL TABLE — GIRLS \*

## SPORTSWEAR

T-Shirts, Shorts, Pedal Pushers

Sizes 4 to 14, Subteen sizes 6 to 16  
Regular Price \$2.98 to \$5.98

**Now \$1.90 to \$3.90**

# CLEARANCE

## DRESSES

ENTIRE STOCK OF SUMMER AND SPRING COTTONS  
LOOK FOR THE YELLOW TAG SPECIALS

Save 40% to 60%

REGULAR \$14.95 to \$39.95

**NOW** **\$8<sup>90</sup> to \$22<sup>90</sup>**

## Sweaters

Wools, Fur Blends,  
100's to Choose From.  
Sizes 34 to 40

Regular \$5.95 to \$14.95

## Skirts

100% Wools, Dyed to Match.  
Plaids, Tweeds, Solid Colors. Sizes 8 to 16.  
Regular \$5.95 to \$14.95

**Now \$3.90 to \$8.90**

## GIRLS \* DRESSES

MUST CLEAN OUT OVER 100 STYLES TO MAKE ROOM FOR NEW STOCK

SIZES: 1 to 3,  
3 to 6, & 7 to 14.

REGULAR PRICE:  
\$2.98 to \$8.95

**NOW!**  
**\$1.90 to \$5.90**

## ALL \* SWIM-WEAR

GIRLS SIZES: 4 to 14.  
SUB-TEENS: 8 to 16,  
BOYS: 4 to 18  
MEN'S: 28 to 32  
Reg. \$2.98 to \$8.95

**NOW!**  
**\$1.90 to \$5.90**

## SPECIAL RACK

SUMMER COTTON DRESSES

ALL FROM OUR REGULAR STOCK—VALUES TO \$19.95

**NOW** **\$7<sup>00</sup> to \$11<sup>00</sup>**

## WOMEN'S DENIMS

BY CAROL CHRIS  
SHORTS, BERMUDAS, PEDAL PUSHERS, CAPRIS, MATCHING TOPS  
SIZES 8 to 16

Regular  
\$2.98 to \$3.98

**NOW** **\$1<sup>90</sup> and \$2<sup>90</sup>**

## WOMEN'S PURSES

A Large Selection of White, Bone and Patterns

Regular Price \$2.98 to \$8.95

**Now \$1.90 to \$5.90**

ALL DRESS HATS ... 40% OFF

## PLAYTEX LIVING BRAS

LIMITED TO STOCK ON HAND. HURRY!  
REGULAR \$3.95 SIZES 32 to 42

**NOW** **2 for \$6<sup>89</sup>**

## WOMEN'S COTTON PAJAMAS

AND BABY DOLLS. WASH AND WEAR CONE MILL COTTONS. FROM OUR REGULAR STOCK.  
REGULAR \$3.98

**NOW ONLY** **\$2<sup>59</sup>**

## COTTON KNITS

BY SMARTER: T-SHIRTS, SKIRTS, CAPRIS  
REGULARLY PRICED AT \$2.98 to \$5.98

**NOW** **\$1<sup>90</sup> to \$3<sup>90</sup>**

**Circus**  
JULY 28th 29th 30th  
**of**  
**values**

## WOMAN'S SPORTSWEAR

CO-ORDINATED GROUPS  
BY: ARDEE, CAMPUS

CASUALS, PHIL ROSE,  
FRANK LEE.

BROKEN SIZES, ALL FROM  
OUR REGULAR STOCK  
LIMITED TO SUPPLY  
ON HAND

**40% OFF!**

## CATALINA SPORTSWEAR

T-SHIRTS, CAPRIS, SHORTS

\$2.98 to \$6.98  
Regular

**NOW** **\$1<sup>90</sup> to \$3<sup>90</sup>**

**COSTUME JEWELRY** Reg. 1.00 and 2.00 **59c**

## POLISHED COTTON SLACKS \*

FOR BACK TO SCHOOL  
SAND AND GREY  
SIZES 6 to 12  
LIMITED STOCK!  
REGULAR \$3.98

**NOW \$2.59**

## MEN'S SWEATERS \*

FOR THE SCHOOL  
MONTHS AHEAD!  
SLIP OVER AND  
CARDIGANS!

**BIG  
SAVINGS**

## MEN'S SHIRTS \*

LONG SLEEVE AND SHORT, EVERY STYLE TO CHOOSE FROM: IVYS, CONTINENTALS, BOB CUMMINGS, TWO POCKETS, WASH 'N' WEAR  
Reg. \$3.98 to \$7.98

**NOW ONLY** **\$2<sup>59</sup> to \$4<sup>59</sup>**

## MEN'S FAMOUS BRAND T-SHIRT \*

THE BRAND EVERYONE LIKES BEST: SLIGHTLY IRREGULAR. LIMIT 6 PER CUSTOMER.  
REPEAT OF A SELLOUT. REGULAR 95c. S, M, L.

**NOW** **59c or 2 for \$1<sup>00</sup>**

## MEN'S DRESS SHIRTS \*

NAME BRAND  
BROKEN STYLES  
AND SIZES

**40 TO 50% OFF!**



**80 LEMON GROVE STORES.....**  
To Serve You!

**SALE!**

**MEN'S SHOES** AS LOW AS **\$2.98** Pair

Women's Flats ..... \$2.98 & up  
Children's Shoes ..... \$1.99 & up  
Woman's Heels ..... \$2.98 & up

**3 THONGS** 99c

Thousands of Imported and American Shoes for You to Choose From

**KEATINGS SHOES**  
7888 Broadway Lemon Grove

**DRY CLEANING SPECIALS!**

ANY **SUIT** OR **DRESS** **\$1.00**

Except Formals

DON'T JUDGE DRY CLEANING ON JUST PRICE ALONE

At Dutch Cleaners we realize the importance of quality — keeping price in mind at the same time.

**DUTCH CLEANERS**  
7870 Broadway HO 6-6695

**10% OFF**  
ALL YOUR FAVORITE **RECORDS**

**SHOW TUNES "POPS"**

**50% OFF**  
SELECTED **Classics**

**COCHRAN'S RECORD DEN**  
7921 Broadway HO 9-5533

**PUT A Power Mower TO WORK FOR YOU!**

**WIZARD... AMERICA'S BEST MOWER VALUE**  
(It Outperforms Them All)

**NOW GET 20% off**  
16", 18", 20"

Reg. \$35.00	\$29.95
Reg. \$57.95	\$46.95
Reg. \$62.95	\$49.95
Reg. \$79.95	\$63.95

**WESTERN AUTO**  
7771 Broadway HO 6-3472



Ponies who can do tricks are a thrilling thing to watch at a circus. The scene above, minus the tents in the background, will be repeated this week at the many performances of the Circus in Lemon Grove. Other acts will include a baby elephant, clowns, flying trapeze, and trampoline. The circus, to be held in two outdoor rings, is free.

**Most LEMON GROVE STORES OPEN MONDAY and FRIDAY TILL 9 P.M.**



Bozo the Clown entertains a typical crowd of youngsters. He'll be at the Lemon Grove circus.

**SHOP CORNET SAVE 5-10-25 STORES**

**7875 BROADWAY LEMON GROVE**

9 AM to 9 PM WEEKDAYS  
9 AM to 7 PM SUNDAYS

# CIRCUS of VALUES

**LADIES PAJAMAS**  
Minimum Care 100% Cotton  
2 pc. Baby Doll Pajamas  
Choice of 3 Styles  
Guaranteed Washable  
Size S-M-L Reg. 1.19

**66¢**

**LADIES BLOUSES**  
Washable Cotton  
Sleeveless  
Blouses  
Ass'd Colors  
And Styles  
Size 30-40  
1.29 Value

**77¢**

**LADIES PANTIES**  
32 GAUGE NON-RUN  
TRICOT PANTIES  
2-WAY STRETCH  
WHITE ONLY  
SIZE S-M-L  
49c VALUE

**31¢**

**GIRLS SLEEVELESS BLOUSES**  
WASHABLE COTTON  
BLOUSES — WIDE  
CHOICE OF COLOR  
AND STYLES  
SIZE 7 TO 14  
REG 1.19

**66¢**

**GIRLS PLAYSUITS**  
COTTON PLAYSUITS  
STRING TIE  
AT NECK  
SIZE 1-14  
1.00 VALUE

**77¢**

**BOYS SPORT SHIRTS**  
WASHABLE COTTON  
SHORT SLEEVE SPORT  
SHIRTS—ASSORTED  
COLORS AND  
DESIGNS  
SIZE  
6 TO 16  
REG. 1.39

**88¢**

**MENS SPORT SHIRTS**  
SHORT SLEEVE  
HAWAIIAN DESIGN  
ASS'D  
MENS SPORT  
SHIRTS  
COLORS  
SIZE  
S-M-L  
REG. 1.49

**88¢**

**6 PC PATIO SET**  
ENJOY OUTDOOR LIVING WITH THIS  
DELUXE PATIO SET — 33" TABLE —  
7 FT. UMBRELLA — 4 METAL FOLDING  
CHAIRS. A REG. 56.95 VALUE —  
TABLE AND CHAIRS NOT EXACTLY AS ILLUSTRATED.

**\$39.95**

**EXOTIC WATERFALLS**  
RESTFUL — SOOTHING AS A  
MOUNTAIN STREAM — IDEAL  
FOR DEN OR  
PATIO — NO  
PLUMBING  
NECESSARY —  
HAS POWERFUL PUMP — WHITE  
ONLY — 24.95 VALUE

**\$19.99**

**BASKET CHAIRS**  
PEELED CANE BASKET  
CHAIRS —  
STURDY —  
IDEAL FOR  
DEN OR PATIO  
4.98 VALUE

**33¢**

**ZORI SANDALS**  
RUBBER SANDALS FOR  
BEACH OR POOL —  
LARGE SELECTION OF  
SIZES AND COLORS

**33¢**

**5 PC DINNETTE SET**  
SET CONSIST OF FOUR PADDED  
PLASTIC BRONZE TONE CHAIRS —  
30 X 40" TABLE WITH 8" EXTENSION  
— AVAILABLE IN TAN MALMO  
PATTERN WITH GOLD WELT ON  
SEAT AND BACK REG 39.95

**\$29.99**

**CANNON MUSLIN SHEETS**  
81 X 108" FULL SIZE  
COUNT  
130 THREAD  
REG 2.29

**\$1.66**

**PILLOW CASES**  
42 X 36"  
REG 98c

**77¢ PR**

**CANNON BATH TOWELS**  
BIG 22 X 44" CANNON  
BATH TOWELS  
ASS'D COLORS  
VALUES TO 1.29

**58¢**

**CANNON WASH CLOTHS**  
LARGE HEAVY DUTY  
CANNON CLOTHS —  
ASS'D COLORS —  
VALUES TO 35c

**2 for 29¢**

**CRYSTAL STEMWARE**  
FANCY IMPORTED  
CRYSTAL STEM-  
WARE. CHOICE OF  
A. CORDIAL  
B. WINE  
C. COCKTAIL  
D. CHAMPAGNE  
E. GOBLET

**6 for 99¢**

**WE'VE YARDS AND YARDS OF NEW COTTONS**

CHOOSE FROM A WIDE  
ASSORTMENT OF SOLIDS,  
PRINTS OR FLANNELS  
VALUES TO 69c ONLY...

**33¢ YD**

**4 BIG SALE DAYS**  
THUR - FRI - SAT - SUN  
JULY 28 - 29 - 30 - 31

**SHOP CORNET SAVE 5-10-25 STORES**



# Merchants to Hold Circus Too--Circus of Values

There's a Circus of Values being held in the Lemon Grove shopping center this week.

It's being conducted by the merchants. There are special, low prices on all sorts of merchandise.

Look through this special Circus of Values edition and see. During these Circus days through the

weekend, local business firms are offering merchandise at specially marked down prices. Almost any line of merchandise is represented among the list of advertisers in this section. The promotion is under the sponsorship of the Merchants Division of the Chamber of Commerce.

One purpose of this Circus of Values is to demonstrate to everyone in the Lemon Grove shopping area the variety, quality and low prices available here. This shopping area includes all the communities around Lemon Grove as well as Lemon Grove itself.

Shoppers will find that there is plenty of free parking near any store which they wish to patronize.

## VITAMIN D

Milk is one of the few food sources of Vitamin D, important to the body to utilize calcium and phosphorus.

LEMON GROVE'S

## CIRCUS of VALUES

girls' - teens' FLATS & PUMPS

REG. 2.99  
VALUES

**177**

children's PLAY SANDALS

choice of several styles and colors  
REG. 2.99 VALUES

**177**

women's - teens' CAPE COD CASUALS

reduced to

**177**

ZORI THONG SANDALS

**25¢**

TABIS choice of colors

**25¢**

**Karl's**

7917 BROADWAY  
LEMON GROVE

# BIG TOP BUYS

MENS' WASH N' WEAR

BERMUDA SHORTS

**\$1.69**

REGULAR PRICE \$3.98

TOP QUALITY BOYS

Reg. \$2.29

COTTON PAJAMAS

**\$1.69**

FAMOUS NAME BRAND, MENS

DRESS SHIRTS

**99¢**

REGULAR PRICE \$4.00 to \$5.00

**Stock up NOW and SAVE!**

## FIELDCREST SHEETS

WHITE MUSLIN

81 X 108 Reg. 2.69 SALE **\$2.39**

72 X 108 Reg. 2.39 SALE **\$2.19**

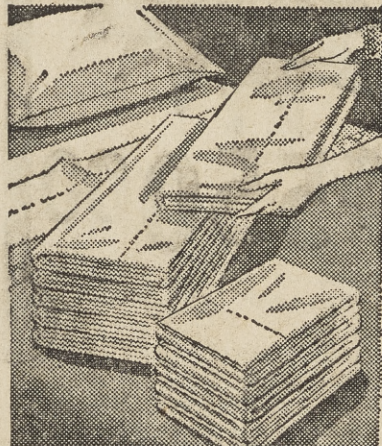
PILLOW CASES Reg. 1.15 SALE **98¢**

COLOR MUSLIN

81 X 108 Reg. 2.98 SALE **\$2.79**

72 x 108 Reg. 2.79 SALE **\$2.59**

PILLOW CASES Reg. 1.35 SALE **\$1.19**



## FIELDCREST TOWELS

WHITE OR COLORED

Reg. 1.29 BATH SIZE SALE **99¢**

Reg. 65¢ HAND SIZE SALE **45¢**

Reg. 35¢ WASH CLOTH SALE **23¢**

WE ARE NOW OPEN

MONDAYS

till

**9 PM**

FRIDAYS

BANK AMERICARD

7846 BROADWAY, LEMON GROVE HO 6-7637

Famous Brand Names

DRESSES

All Styles

SUITS

Finest Values



You can always find the style to suit at Helen Gauldin's. You will find the latest in fashion.

Helen Gauldin's  
*Style Shop*

7808 BROADWAY, LEMON GROVE

CALDER'S  
Annual Summer  
DOLL SALE

UP TO  
**60% OFF**

ENTIRE STOCK  
MUST BE REDUCED

American Character, Madam Alexander and Other Leading Brands.

CALDER'S  
TOY TOWN

7923 Broadway HO 9-8921  
We Give S&H Green Stamps



WE GIVE S&H GREEN STAMPS

LEMON GROVE

**Rexall**

CORNER BROADWAY & MAIN, LEMON GROVE

ACCURATE PRESCRIPTION SERVICE

DRUG STORE

HO 9-2186

SAVE  
up to  
**50%**

Helena Rubinstein's  
ANNUAL BEAUTY SALE  
Buy one... get one free!  
Limited time only!

SAVE  
up to  
**50%**

## BEAUTY ITEMS

Beauty Washing Grains . .

Deep Cleanser . . . . .

Skin Dew . . . . .

Silk-Tone Liquid Makeup .

Mascara-Matic . . . . .

\$2.60 Lipstick Case . . .

Color Lift . . . . .

Crowning Color . . . . .

NUDIT with SUPER-FINISH (Face) .

Roll-Dry Deodorant . . .

Perfume Spray Deodorant

Heaven-Sent Perfume Cream Deodorant

Apple Blossom Perfume Cr. Deodorant

## BONUS ITEMS

MEDICATED BEAUTY MASK . . . . .

HERBAL SKIN LOTION . . . . .

DEEP CLEANSER . . . . .

SILK-TONE FACE POWDER . . . . .

WATERPROOF LIQUID EYE LINER . .

HEART SHAPE LIPSTICK REFILL . .

COLOR TONE SHAMPOO . . . . .

SPECIAL CREAM PEROXIDE . . . . .

HEAVEN-SENT BODY POWDER . . . .

HEAVEN-SENT EAU deTOILETTE . .

HEAVEN-SENT EAU deTOILETTE . .

HEAVEN-SENT EAU deTOILETTE . .

HEAVEN-SENT EAU deTOILETTE . .

Combination  
PRICE

**\$1.00**

**\$1.50**

**\$1.00**

**\$1.75**

**\$2.00**

**\$1.50**

**\$1.50**

**\$1.50**

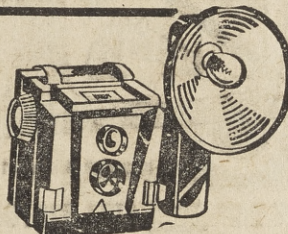
**\$1.50**

**\$1.10**

**\$1.25**

**\$1.00**

**\$1.00**



VALIANT  
CAMERA

620

**\$3.49**

With 1 Roll of Film, 2 Flash Bulbs, Carrying Case and a Flash Attachment

## PLAYTEX SALE

Snap on, reg. 89¢

BABY PANT

**2 FOR \$1.49**

Dress size, reg. 69¢

BABY PANTS

**2 FOR 99¢**

Irregular, small or medium

LIVING GLOVE

**2 PAIR 69¢**

## GARDEN HOSE

50 ft.

5 Yr. Unconditional Guarantee

Reg. \$2.98  
NOW **\$1.49**



## WICKER BASKET

Complete with Four Each of Knives, Forks, and Spoons  
Reg. \$5.95

**\$3.49**



## SWIM FINS

**\$1.69 to \$2.98**

A Good Selection

Face Masks and Goggles

Jantzen reg. \$1.25

SWIM CAPS

Reg. \$1.98, Beautifully Decorated

**79¢**

Swim Trainer, Reg. \$10.00

POOL SETS

**\$5.99**

Pool Toys **98¢** TO **\$2.98**

## CORDAY'S

*Gift Duette*

Your choice of  
TOUJOURS MOI  
FAME  
TOUJOURS TOI  
ZIGANE



A GIFT FLACON  
OF MATCHING  
PERFUME  
with each one ounce  
Eau de Toilette

Special Value **\$2.00**

Corday's delightful way of doubling your fragrance pleasure! French perfume experts say fragrance is twice as effective and lasting when you wear both Eau de Toilette and Perfume together. Now... try it yourself at Corday's expense. Buy the \$2.00 size Eau de Toilette... receive a valuable purse flacon in the matching perfume. But hurry, supply is limited! Available in four famous Corday fragrances: TOUJOURS MOI, FAME, TOUJOURS TOI, ZIGANE.

BIG  
6' Air

Mattress

Reg. \$5.00 **\$2.99**





# Margie the Elephant To Perform Here In Merchants' Circus

Who hasn't thrilled to the clop, clop of the elephants in a parade, or applauded as a lumbering pachyderm stood on one leg atop a barrel in a circus?

Who hasn't marveled that these giant beasts could do the tricks that they do?

And who hasn't oooohed and aaaahed at a baby?

Well, visitors to the circus in Lemon Grove can do all these things at the same time.

Margie will be one of the featured performers in the circus this week. Margie is an elephant, a baby elephant. And she can do tricks.

This baby elephant, only three years old and weighing a mere 500 pounds (that's mighty small for an elephant, you know), can do a dozen tricks.

She's the smallest and youngest performing elephant in the United States.

The circus will be in Lemon Grove from Thursday, July 28, through Sunday July 31. There will be three per-

formances a day—with the gates open from 3 p.m. to 10 p.m., except on Sunday when the circus will open at 2 p.m., and Saturday, when it will open at 10 a.m.

It will be a new experience for the tinier youngsters, and it will be a re-creation of an old experience for the not quite so young youngsters.

Tickets for carnival rides can be obtained from most Lemon Grove merchants. There will be rides for grown-ups and special rides for the kiddies.



Animal trainer puts Margie through her paces as kiddies watch along the edge of the circus ring. Margie, smallest and youngest performing elephant in the United States, will be in Lemon Grove this week with the Circus. The circus will be outdoors in two rings, so every-

body can gather around and watch the performances. Circus acts are scheduled three times a day from Thursday through Sunday. Other acts in the circus include a pony drill, a dog act, and clowns.

## 'Circus' Brings Thrills

You're standing there at the penny pitch booth at the carnival and you've just won a prize.

You feel that thrill of accomplishment.

And suddenly over the loud-speaker you hear the circus ringmaster announce that the circus is about to begin.

You gather up the kiddies and head for the two open-air rings, clutching your prizes. The youngsters' eyes are alight with anticipation. They almost forget to bury their noses in the huge mounds of cotton candy which they hold.

As you scurry down the midway, you see the ponies. There they come, on the other side of the carnival booths. Sprightly, colorful with their tassels and harnesses. They are hooked together by a strap and they prance along at the heels of their trainer.

He is clad in a resplendent uniform, with glittering braid, and he carries a long, supple whip with a tassel at the end.

You rush to be at the circus ring before the ponies, because you want to see them as they trot into the arena, their heads high, their shiny hooves lifting proudly as the trainer runs into the center of the ring and pops his whip.

It's circus time and you're in Lemon Grove. And suddenly you're back quite a few years and you're a kid again. You stand there just as thrilled as the youngsters are, and you're glad that you let them talk you into going down to the lot at Broadway and Washington to watch the circus.

**FREE CIRCUS in LEMON GROVE**

- Thursday
- Friday
- Saturday
- Sunday

### HOME COOKING

WHILST EATING OUT.

We Serve the Finest Meals at BROADWAY CAFE

Now Under New Ownership

- BREAKFAST
- LUNCH
- DINNER

OPEN DAILY 5:30 A.M. - 7:30 P.M.  
Mon., Thur., and Fri. till 9 p.m.

**BROADWAY CAFE**  
7874 Broadway HO 6-8839

### SMART SUMMER SHOES!

Misses - Women's FLATS, SPORTS, and SANDALS  
Reg. \$4.95  
NOW \$2.99 Pr.

U.S. KEDETTES

FLATS WEDGIES  
\$2.99 \$3.99

**25% OFF**  
MEN'S DRESS SHOES  
FREEMAN and YORKTOWN

**RELLAS SHOES**  
7860 Broadway HO 9-8907

**NO PARKING METERS IN LEMON GROVE!**

as featured in leading magazines

### NEW CULLIGAN WATER SOFTENER

gives you all the soft water you want, all the time, all through your home, automatically!

Our exclusive Electronic Regen-a-rator smoothly, silently, automatically activates the cycles of regeneration at night...while you sleep! Now you can own the finest water softener made!

Seen most often where there's water to Soften...

**Culligan**  
3515 Olive St.  
Lemon Grove  
HO 3-8837

## HERE COMES THE CIRCUS

AND A BARGAIN CARNIVAL FROM RCA VICTOR AND TRI-CITY TV

7769 Broadway HO 3-1811

STEREO - COLOR - HI FI - COMPLETE ANTENNA SERVICE (FORMERLY BOWEN'S)

### 2 SCREEN SIZES!

Squarer, Wider-Angle Tube Face.  
Greater Brightness and Contrast  
FREE INSTALLATION  
90 DAYS FREE SERVICE  
LIBERAL TRADE-IN ALLOWANCE ON ALL SETS

**RCA Victor Denham**. Bigger-than-life picture. Powerful performance. Rolls easily on hidden casters. 332 sq. in. picture. Super Signal Guide tuner, Automatic Channel Equalizer, Tube Guard, RCA Security Sealed Circuits. Matching stereo unit available. 25% brighter picture. RCA Extended Range Duo-cone Speakers. 3 finishes. Model 240-K-49. **Guaranteed \$399.95 \$100 Trade \$399.95**

**Norman**  
**RCA Victor Brierhurst**. Colonial cabinet features RCA Victor new full picture TV. 282 sq. in. picture area. Super Signal Guide Tuner, Balanced Fidelity Sound with Duo-Cone Speaker, Tube Guard, Hi-Level Contrast. Hand-rubbed Maple veneer, selected hardwoods. (Model 2310664)

**NEW 23" (overall diagonal) FULL-PICTURE TV**  
As low as \$239.95

**ALL-NEW VERTI-THIN 19" (overall diagonal) FULL-PICTURE TABLE TV**  
As low as \$219.95

**NEW DIMENSIONS IN PERFORMANCE**

- ★ New High-Gain Chassis
- ★ New RCA Long Range Tuner
- ★ Picture Stabilizer Circuits
- ★ RCA Security Sealed Circuits

You don't know what you're missing until you get new

## RCA VICTOR COLOR TV!

As low as \$550.00

The ALEXANDER - Series 211-CB-81  
21" Tube (overall diag.)  
260 sq. in. viewable picture

**MAGNIFICENT NEW TABLE TV!**

- Improved Mirror-Sharp Picture—in color and black-and-white!
- Simplified Color-Quick Tuning—so easy a child can tune it!
- Stereo Jack—a second speaker for stereo at no extra cost!
- All-Range Tone Control—"personalized" tone adjustment!
- Balanced Fidelity FM Sound—delivers more "highs," greater brilliance!

**NEW DIMENSIONS IN COLOR TV PERFORMANCE**

**New Super-Power Chassis** provides 24,000 volts of picture power, greater sharpness and a new high in performance!

**New RCA Long Range Tuner** boosts weak signals, provides new, improved reception in every area—city, suburb or country!

**Picture Stabilizer Circuits** form electronic barrier against interference, give you TV's steadiest picture—even in "fringe" areas!

**RCA Security Sealed Circuits** seal in quality, seal out trouble! Circuits are copper-bonded, double-soldered, with components rigidly mounted.